<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Lecture Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM 500</td>
<td>Art Market Research and Valuation</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>AM 510</td>
<td>The International Art Market</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>AM 511</td>
<td>Gallery Management and Operations</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>AM 513</td>
<td>The Auction Business</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>AM 522</td>
<td>History of Contemporary Art, 1945 to the Present</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>AM 523</td>
<td>Art in a Global Context, Post-1989</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>AM 531</td>
<td>Marketing for Art Organizations</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>AM 533</td>
<td>Core Business Practices</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Covers the fundamentals of art market research, from connoisseurship to the digital humanities. Students apply their knowledge of key resources and methodologies to the study of valuation.

This course provides an overview of the history of the art market from fifteenth century Italy to the present. It introduces the key actors and institutions that circulate works of art—among them, galleries, auction houses, advisors, art fairs, and museums—and charts their evolution.

Examines principles of art administration. Considers commercial art establishments: their facilities, design, exhibition and storage requirements, staffing, taste and price levels. Site visits to galleries and related businesses.

Introduces students to the inner workings of the auction business by focusing on how property is obtained for sale, how auction houses compete for consignments, the inter-departmental coordination required to bring works of art to the auction block and, finally, the mechanics of an art auction.

Provides a comprehensive survey of the art and culture of postwar Europe and America. Abstract Expressionism, Pop, Minimalism, Conceptual Art, Performance Art, Earth Art, Postmodern and participatory strategies of representation are explored using major critical and theoretical models. The impact of the market on contemporary practice is also considered. Where possible, museum, gallery and studio visits are integrated into the course.

Addresses the theoretical and sociopolitical parameters of art production, presentation, and exchange after 1989 in a global context. This investigation, steeped in specificity, and aimed at decentering the canon of art history, is further expanded in student presentations, term papers, and projects.

Introduces students to the basic principles of integrated marketing communications as they apply both to non-profit institutions, such as museums, and for-profit retail art establishments. Surveys sales techniques, advertising, merchandising, publicity, social media, special events, and media relations as they apply to the art world. Students organize and develop a marketing plan.

Prepares students for advanced research and analysis of the art market via the study of relevant theory and applications in accounting and finance, probability and statistics, microeconomics, and management. Considers multiple approaches to dealing with marketplace uncertainty, highlighting the behavioral aspects of financial decisions. Taught through lectures, discussion of readings, case studies, problem sets, and an in-class simulation.
AM 600 — Case Study Research
3 credits; 3 lecture hours
Research and analysis of an existing art market organization, with the goal of producing a
written business case study suitable for academic publication. Taught through field work, writing
workshops, lectures, teaching observation, and guest speakers.

AM 602 — Innovation in the Creative Industries
3 credits; 3 lecture hours
A hands-on approach to business innovation in the creative industries, with an emphasis on
applications of digital technology. Taught through lectures, discussions, guest speakers, creative
exercises, and self-reflection. Students develop a class wiki and a capstone innovation project.

AM 603 — Field Study
3 credits; 3 lecture hours
This course is comprised of introductory sessions on campus that introduce an art market center
—in particular, its cultural, political, and historical context—followed by field study research where
students engage in experiential learning. Visits to museums, non-profit organizations, galleries,
auction houses, and private collections complement in-depth academic study.

AM 633 — Art, Law, and Professional Ethics
3 credits; 3 lecture hours
Considers the legal and ethical questions particular to art galleries, auction houses, museums,
collectors, and artists. Topics covered include taxes, title, commissions, copyright, contracts,
estates, reproductions, forgery, artists’ rights, and the legal status of the art object.

AM 641 — Art Now: Communicating Current Trends in Art
3 credits; 3 lecture hours
This class examines up-to-the-minute ideas, trends, and movements in art. Special attention will
be paid to the work of the last twenty years in order to equip students with the theoretical concepts
and the language necessary to develop meaning in new art. Oral and written assignments will help
students learn to quickly assess and evaluate art, and the strategies employed in its exhibition, as
well as, to eloquently express their critical understanding.

AM 654 — Practicum: Exhibition
3 credits; 1 lecture and 4 lab hours
In this course, students will organize and install a group exhibition. In addition to curating the
show, they will create and produce an announcement, press release, advertising campaign, catalog,
and website.
Prerequisite(s): AM 653.

AM 655 — Thesis Seminar
3 credits; 3 lecture hours
Introduces students to the MA thesis project and guides them through the research and writing
process. Course workshops and lectures focus on research methodologies, academic writing style,
and the development of an argument. Students periodically present their research and writing and
receive critical feedback from peers.

AM 691 — Internship
3 credits; 3 lecture hours
Supervised field experiences in galleries, archives, auction houses, art foundations, and museums.
Completed individually for a minimum of 135 hours. In the third semester, students will take an
evaluation and assessment workshop course that includes oral and written presentations of their
internship experience.
AM 692 — Independent Study in Art Market
1-3 credit; 1 lecture hour
Under the guidance of a faculty member, the student undertakes advanced work in a particular subject, pursues an individual project, or combines both of these activities. Proposals for independent study must adhere to school guidelines.

AM 701 — Thesis Preparation
3 credits; 3 lecture hours
With the approval of faculty advisors, students develop individual topics and research and write a thesis, following school guidelines.

AM 702 — Maintenance of Matriculation per Term
0 credits; 0 lecture hours
Students must maintain matriculation after completion of their coursework until the thesis has been approved.