

AM: AM–Art Market Studies (MA)

AM 500 — Art Market Research and Valuation

3 credits; 3 lecture hours

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.

AM 510 — The International Art Market

3 credits; 3 lecture hours

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.

AM 511 — Gallery Management and Operations

3 credits; 3 lecture hours

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.

AM 513 — The Auction Business

3 credits; 3 lecture hours

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.

AM 522 — History of Contemporary Art, 1945 to the Present

3 credits; 3 lecture hours

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.

AM 523 — Art in a Global Context, Post-1989

3 credits; 3 lecture hours

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.

AM 531 — Marketing for Art Organizations

3 credits; 3 lecture hours

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.

AM 533 — Core Business Practices

3 credits; 3 lecture hours

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.

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.