

# AM: Art Market Studies (MA)

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## **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 — History of the Art Market: Renaissance Italy to the Present**

3 credits; 3 lecture hours

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 the principles of gallery administration, with particular emphasis on commercial art galleries' business models, facilities, design, marketing initiatives, pricing, staffing and art fair participation.

## **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 — Postwar and Contemporary Art: 1945-1989**

3 credits; 3 lecture hours

Provides a comprehensive survey of global developments in art from 1945 (the end of the Second World War) to 1989 (the dissolution of the Soviet Union and the fall of the Berlin Wall). Abstract Expressionism, Gutai, Pop, Arte Povera, Minimalism, Conceptual Art, Performance Art, Earth Art, Feminist Art, Postmodernism, and the rise of new media are explored using major critical and theoretical models. Where possible, museum and gallery 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 for-profit art organizations and non-profit institutions, such as museums. Surveys advertising, public relations, social media, and special events as they apply to the art world.

## **AM 533 — Market Structures and Dynamics**

3 credits; 3 lecture hours

Prepares students for advanced interdisciplinary research and analysis of the art market through rigorous exploration of the histories and theories of economics, finance, and accounting, as well as their cultural and sociological critiques. Applies theoretical understandings to practical business decision-making and cultural policy formulation.

### **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**

4 credits; 2 lecture and 4 lab hours

Provides 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

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 654 — Practicum: Strategic Management for Art Organizations**

4 credits; 2 lecture and 4 lab hours

Familiarizes students with the process of identifying and addressing strategic challenges in existing organizations. Essential business research methods, especially interviewing, are a core component of this practice-based class. Students will collaborate with arts organizations / businesses throughout the semester.

### **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 — Professional Development and Internship**

3 credits; 3 lecture hours

A three-credit advanced professional development course to help graduate students chart their career paths, market themselves effectively, and transition successfully into the workforce. In-class workshops are complemented by 135-hour internships or, for professionally advanced students, equivalent experiential learning projects.

### **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

Students must maintain matriculation after completion of their coursework until the thesis has been approved.