

ARTS ADMINISTRATION, B.A.

Seven Penn State campuses are scheduled for closure after Spring 2027: DuBois, Fayette, New Kensington, Mont Alto, Shenango, Wilkes-Barre, and York. New students are not being admitted at these campuses.

Begin Campus: Any Penn State Campus

End Campus: Lehigh Valley

Degree Requirements

For the Bachelor of Arts degree in Arts Administration, the Marketing Option requires a minimum of 124 credits and the Digital Media Option requires a minimum of 126 credits:

Requirement	Credits
General Education	45
Bachelor of Arts Degree Requirements	24
Requirements for the Major	72-73

15-18 of the 45 credits for General Education are included in the Requirements for the Major. This includes 6 credits of GA courses; 3-6 credits of GQ courses; 3 credits of GS courses, 3 credits of GWS courses.

3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if world language proficiency is demonstrated by examination.

Per Senate Policy 83.80.5, the college dean or campus chancellor and program faculty may require up to 24 credits of coursework in the major to be taken at the location or in the college or program where the degree is earned.

Requirements for the Major

Each student must earn at least a grade of C in each 300- and 400-level course in the major field.

To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

Common Requirements for the Major (All Options)

Code	Title	Credits
Prescribed Courses		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4
BA 241	Legal Environment of Business	2
ECON 102	Introductory Microeconomic Analysis and Policy	3
ENGL 202D	Effective Writing: Business Writing	3
MIS 204	Introduction to Management Information Systems	3
<i>Prescribed Courses: Require a grade of C or better</i>		
ARTSA 301	Introduction to Arts Administration	3
ARTSA 402W	Strategic Management and Planning for the Arts	3
ARTSA 403	Fundraising and Grant Writing	3
ARTSA 404	Event Planning Practicum	3

COMM 370	Public Relations ¹	3
MKTG 301	Principles of Marketing	3
MUSIC 5	An Introduction to Western Music	3
THEA 105	Introduction to Theatre	3

Additional Courses		
MATH 21 or higher		3
<i>Additional Courses: Require a grade of C or better</i>		
ARTH 111	Ancient to Medieval Art ¹	3
or ARTH 112	Renaissance to Modern Art	
ARTSA 401	Arts Event Planning and Project Management	3
or COMM 472	Public Relations Event Planning	
ARTSA 495A	²	3

Requirements for the Option		
Select an option		21-22

¹ A grade of C or better per course is required for teacher certification.

² Students desiring to take an internship for ARTSA credit must have a GPA of 3.00. Students with lower than a 3.00 GPA can: 1) request an exemption by providing letters of recommendation for the internship form 2 members of the ARTSA faculty; or 2) enroll in an additional COMM or MKTG course at the 400 level to develop option-specific competencies instead of taking ARTSA 495A.

Requirements for the Option

Digital Media Option (21 credits)

Available at the following campuses: Lehigh Valley

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 320	Introduction to Advertising	3
COMM 441	Advanced Graphic Design for Communications	3
ENGL 420	Writing for the Web	3
Additional Courses		
COMM 270	Introduction to Multimedia Production ¹	3
or GD 100	Introduction to Graphic Design	
Select 3 credits of the following: ¹		
ARTH 111	Ancient to Medieval Art	
ARTH 112	Renaissance to Modern Art	
MUSIC 8	Rudiments of Music	
THEA 102	Fundamentals of Acting	

Supporting Courses and Related Areas

Select 6 credits from program approved list in Music, Theatre or Visual Arts in consultation with adviser and according to student interest	6
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¹ ARTH 111 and COMM 270 require a grade of C or better. ARTH 112, MUSIC 8, THEA 102, COMM 270, and GD 100 require a grade of C or better per course for teacher certification.

Marketing Option (22 credits)

Available at the following campuses: None

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		

MKTG 342	Marketing Research	3
Additional Courses		
Select 3 credits of the following: ¹		
ARTH 111	Ancient to Medieval Art	
ARTH 112	Renaissance to Modern Art	
MUSIC 8	Rudiments of Music	
THEA 102	Fundamentals of Acting	
<i>Additional Courses: Require a grade of C or better</i>		
MKTG 344		3
or MKTG 330	Consumer Behavior	
SCM 200	Introduction to Statistics for Business	4
or STAT 200	Elementary Statistics	
Supporting Courses and Related Areas		
Select 6 credits from program approved list in Music, Theatre or Visual Arts in consultation with adviser and according to student interest		6
<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
Select 3 credits from a program-approved list of 400 level courses in Marketing		3

¹ ARTH 111, ARTH 112, MUSIC 8, and THEA 102 require a grade of C or better per course for teacher certification.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). For more information, check the Suggested Academic Plan for your intended program.

B.A. Degree Requirements

World Language (0-12 credits): Student must attain 12th credit level of proficiency in one world language in addition to English. This proficiency must be demonstrated by either examination or course work. See the Placement Policy for Penn State World Language Courses (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/>).

B.A. Fields (9 credits): Humanities, Social and Behavioral Sciences, Arts, World Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; world language credits in this

category must be in a second world language in addition to English or beyond the 12th credit level of proficiency in the first language). Credits must be selected from the list of approved courses.

World Cultures (0-3 credits): Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the University Cultural Diversity (US/IL) requirement.