



Carnegie Mellon University

2022-23 Student Handbook MAM Program Addendum Class of 2024

Jessica Bowser Acrie, Director, Master of Arts Management Program
Dr. Brett Crawford, Faculty Chair
Jackie Speedy, Associate Dean

Carnegie Mellon University

College of Fine Arts

Mary Ellen Poole, Dean

Carnegie Mellon University

HeinzCollege

INFORMATION SYSTEMS • PUBLIC POLICY • MANAGEMENT
Ramayya Krishnan, Dean

Version 1.2 Last updated August 2, 2022

Master of Arts Management Program Office
412.268.6706

TABLE OF CONTENTS

1. SUMMARY OF KEY MAM REQUIREMENTS.....	2
2. CMU & MAM MISSION STATEMENT AND PROGRAM OUTCOMES	3
2.1 CARNEGIE MELLON UNIVERSITY VISION AND MISSION STATEMENT	3
2.2 MAM MISSION STATEMENT	3
2.3 MAM PROGRAM OUTCOMES	3
2.4 MAM VALUES.....	3
3. MAM CURRICULUM AND PROGRAM POLICIES.....	4
3.1 ACADEMIC ADVISING	4
3.2 COMMON CORE	4
3.3 RECOMMENDED SCHEDULE OF COURSES	6
3.4 ELECTIVES AND INTEREST AREAS	6
3.5 COURSE REGISTRATION	9
4. SYSTEMS SYNTHESIS (CAPSTONE)	9
5. SUMMER INTERNSHIP.....	10
5.1 SECURING AN INTERNSHIP	10
5.2 INTERNSHIP STANDARDS	10
5.3 INTERNSHIP REGISTRATION, DELIVERABLES AND GRADING	11
5.4 INTERNSHIP FUNDING	11
6. ACADEMIC YEAR PRACTICUM OPPORTUNITIES.....	12
6.1 MAM-CFA FELLOWS PROGRAM	12
6.2 POSITIONS AT LOCAL ARTS ORGANIZATIONS (FCSWS).....	12
6.3 FUTURE TENANT AND ARTS MANAGEMENT & TECHNOLOGY LABORATORY.....	13
6.4 TEACHING ASSISTANTSHIPS	13
7. CAREER SERVICES.....	13
7.1 JOB AND INTERNSHIP POSTINGS.....	13
7.2 EXPERIENTIAL TRIPS AND NETWORK NIGHTS	13
8. CONFERENCES	13
8.1 CONFERENCES	13
9. DEPARTMENTAL INFORMATION	14
10. JOINT DEGREES AND EXCHANGE PROGRAMS.....	14
10.1 ACCELERATED MASTER’S PROGRAM (AMP)	14
10.2 UNIVERSITY OF PITTSBURGH SCHOOL OF LAW MAM-JD DUAL DEGREE.....	14
10.3 EXCHANGE PROGRAMS.....	14

1. SUMMARY OF KEY MAM REQUIREMENTS

1. **Familiarize yourself with BOTH the Heinz College-Wide Handbook and this MAM Program Handbook Addendum to ensure that you comply with all Program requirements.** If you do not meet all of the requirements for graduation, you will not be permitted to graduate.
2. To graduate, you *must* complete 198 units of coursework (approximately 2/3 core/bins, 1/3 electives) with at least a 3.0 Grade Point Average.
3. Your academic advisor must approve your initial schedule and all schedule changes. Students can change their schedules -- once they have met with their advisor -- using Carnegie Mellon's Online Registration, up until the official Heinz Add/Drop deadline for the semester or mini.
4. For each semester except your last, you must take between 45 and 54 units. In your final semester, you must take at least 36 units. If you want to take more or fewer courses than this, you must submit a petition to the Director of the MAM Program in advance. International students may not take fewer than 36 units.
5. You are permitted to take up to 12 units of Independent Study, but you may submit a petition to the Program Director for permission to take additional units.
6. If circumstances beyond your control prevent you from completing all requirements for a course by the end of a semester, you may ask the instructor for permission to take an incomplete and to make up the work. If the instructor agrees (and the instructor may refuse), you must sign a formal contract. You must sign the contract before the end of the semester, and you must complete the work by the end of the following semester. Instructors will impose grade penalties for incompletes, except when they are due to serious illness or other unavoidable circumstances.
7. It is your obligation to understand and comply with the rules of academic conduct at the Heinz College. Penalties for breach of these standards can range from failure of the course to expulsion from the College. Be sure that you know each instructor's rules regarding permissible collaboration on assignments.
8. You must complete an internship between your first and second year in the program. This internship must meet MAM Program Committee standards and must be approved in advance by both the MAM Program Director and the Heinz College's Assistant Director of Career Services.
9. A leave of absence must be requested in advance if you intend to be away from the College for an extended period other than a summer. Any student who interrupts their program of study without such approval will be deemed to have withdrawn and will be required to seek readmission before returning.
10. All Heinz College academic forms (handbooks, petitions, independent study contracts, etc.) are located on the Heinz website: <https://www.heinz.cmu.edu/current-students/>.

2. CMU & MAM MISSION STATEMENT AND PROGRAM OUTCOMES

2.1 Carnegie Mellon University Vision and Mission Statement

Vision

Carnegie Mellon University will have a transformative impact on society through continual innovation in education, research, creativity, and entrepreneurship.

Mission

To create a transformative educational experience for students focused on deep disciplinary knowledge; problem solving; leadership, communication, and interpersonal skills; and personal health and well-being.

To cultivate a transformative university community committed to (a) attracting and retaining diverse, world-class talent; (b) creating a collaborative environment open to the free exchange of ideas, where research, creativity, innovation, and entrepreneurship can flourish; and (c) ensuring individuals can achieve their full potential.

To impact society in a transformative way — regionally, nationally, and globally — by engaging with partners outside the traditional borders of the university campus. (<https://www.cmu.edu/about/mission.html>)

2.2 MAM Mission Statement

The mission of the Master of Arts Management (MAM) Program at Carnegie Mellon University is to increase the capacity, effectiveness, expertise and impact of management in the arts, culture and heritage enterprises and related agencies through structured and rigorous graduate-level academic curricula, applied research, engagement in creative industries and service to the field.

2.3 MAM Program Outcomes

Students in the MAM Program should be able to:

- Practice evidence-based, data-driven, quantitative management;
- Apply effective and innovative leadership tools, skills and techniques;
- Communicate effectively in verbal, written, and visual form;
- Investigate the field through critical thinking and analytical skills;
- Contribute to goals and successful outcomes of teams, recognizing the complexity inherent in working with diverse groups; and
- Understand the historical, theoretical and practical foundations in an ever-evolving field

2.4 MAM Values

- Individual attention to the needs and aspirations of all students;
- A culture that nurtures a personal commitment to serve the sector and an academic community that values diversity, promotes creative thinking and encourages ethical behavior;
- Maintaining currency and relevance in an ever-changing world from a national and international perspective;
- Demonstrating knowledge and developing skills in experiential practicum experiences;
- Fostering an environment to cultivate student innovation and leadership

3. MAM CURRICULUM AND PROGRAM POLICIES

You will normally complete the MAM Program in two academic years of full-time study. The MAM curriculum is structured with a set of Common Core courses and electives.

In order to successfully complete the MAM Program, you must complete the following:

- 198 units of course credit;
- All Core courses (unless you exempt them);
- Approved electives;
- Approved summer internship; and
- All other standards for graduation, including meeting minimum grade point average of 3.0.

3.1 Academic Advising

Throughout your student career, you will have the MAM program director and an assigned academic advisor to help with day-to-day advisement. Your advisors can help you in selecting courses and dealing with academic problems. You should plan to meet with both your advisor and program director at least once per semester, but feel free to call upon them at any time. It is your responsibility to obtain approval and communicate schedule and class changes to the program director as well as the assigned advisor. The College's faculty and staff will try to help you in every way possible to successfully complete your program. However, **it is ultimately your responsibility to ensure that you meet all of your program's requirements.**

3.2 Common Core

You must complete the Core required for your program in order to graduate. **You must take Core courses in the sequence shown in the *Recommended Schedule of Courses*, unless you obtain permission in advance from the MAM Program Director** to defer required courses until the following year or you exempt them.

The MAM Core includes four Required Core Content Bins: *Arts Enterprises Models*, *Additional External Relations*, *Additional Finance/Accounting*, and *Additional Data and Technology Requirement*. Three Content Bins (Additional External Relations, Additional Finance/Accounting, and Additional Data and Technology Requirement) each have a 6-unit requirement; students are required to select one 6-unit course to fulfill these Bins. The Arts Enterprises Models Core Content Bin requires 12 units; students must take two 6-unit classes to fulfill this Bin.

The table in this section includes the current set of Heinz Faculty approved courses that students may take to satisfy each Content Bin. The specific courses and sequence in which a student takes each course should be discussed with, and approved by, the student's academic advisor.

Core (Required) Courses (148)**MAM Core Courses:**

93-703	Arts Enterprises: Structures & Strategies	12 units
93-xxx	Arts Enterprises Models (choose two 6 units courses for a total of 12 units):	12 units
	93-807 Museum Operations (6 units) (2 nd Year)	
	93-808 Exhibitions Management (6 units) (2 nd Year)	
	93-811 Producing a Performing Arts Season (6 units) (2 nd Year)	
	93-812 Presenting Performing Arts & Festivals (6 units) (2 nd Year)	
93-732	Database Theory and Practice for Creative Enterprises	6 units
93-831	Introduction to Business Law for Arts Managers	12 units
93-717	Writing for Creative Enterprises OR 94-701 Business Writing	6 units
93-847	Arts Management Professional Seminar I	0 units
93-849	Arts Managers Professional Seminar II	0 units
93-826	External Relations: Fundraising and Individual Giving	6 units
93-827	External Relations: Fundraising and Institutional Giving	6 units
93-821	External Relations: Arts Marketing and Public Relations	6 units
9X-xxx	Additional External Relations Requirement (choose one):	6 units
	94-707 Data-Focused Marketing (<i>spring</i>)	
	90-801 Media & Communication Design I (<i>fall/spring</i>)	
	90-782 Multimedia (<i>fall/spring</i>) 12 units	
	94-823 Measuring Social (<i>spring</i>) 12 units	
	94-732 Managing Disruption in Media and Entertainment	
	94-708 Applied Strategic Marketing (<i>fall</i>)	
	94-870 Telling Stories with Data	
	94-843 Research Studio: Arts Management and Technology	

Heinz Core Courses:

90-710	Applied Economic Analysis	12 units
90-707, 11, 77	Statistical Reasoning (depending on placement)	12 units
90-718	Strategic Presentation Skills	6 units
94-700	Organizational Design and Implementation	6 units
90-739	Systems Synthesis	12 units
90-723	Financial Statements and Analysis of Companies	6 units
9X-xxx	Finance/Accounting Requirement (choose one):	6 units
	90-744 Nonprofit Statements & Analysis	
	93-880 Production Accounting	
	90-731 Public Financial Management	
9X-xxx	Additional Data and Technology Requirement (choose one):	6 units
	90-812 Introduction to Programming with Python	
	90-732 Analyzing Data with SQL and Tableau	
	91-819 Optimization and Risk Modeling for Managers (<i>spring</i>)	
	91-729 Business Analytics for Managers (<i>spring</i>)	
	93-830 Disruptive Technology in Arts Enterprises	
	94-802 Geographic Information Systems (6 of 12 units count towards bin)	
	94-832 Business Intelligence and Data Mining w/SAS (<i>fall/spring</i>)	
	94-834 Applied Econometrics I (<i>fall/spring</i>)	
	90-722/760 Management Science I/II (<i>spring</i>)	

Other:

94-900	Summer Internship	0 units
XX-XXX	Various Approved Electives	60 units

Total Units Required for Graduation**198 units**

3.3 Recommended Schedule of Courses

The table in this section shows the order of courses recommended by the MAM Program and reflects the minimum unit requirements for graduation (198 units). Students are encouraged to enroll for additional courses, especially during the fall and spring of their second year of study. **NOTE:** Core courses must be taken in the order shown in the table in this section (3.3) of the MAM Handbook; Permission from the Program Director to defer required courses is required. If you exempt a required course, contact your advisor about appropriate electives or other core courses you might take.

Fall semester – Year 1	Units	Spring semester – Year 1	Units
90-710 Applied Economic Analysis	12	90-723 Financial Statements and Analysis	6
90-707/11 Statistical Reasoning	12	9X-xxx Additional Finance/Accounting Bin	6
93-703 Arts Enterprises: Structures & Strategies	12	93-732 Database for Creative Enterprises	6
94-700 Organizational Design & Impl.	6	93-826 Fundraising: Individual Giving	6
93-717 Writing for Creative Enterprises OR		93-827 Fundraising: Institutional Giving	6
94-701 Business Writing	6	93-821 Arts Marketing and PR	6
93-847 Arts Management Professional Seminar I	0	90-718 Strategic Presentation Skills	6
9X-xxx External Relations Bin (if not another semester)		93-849 Arts Management Professional Seminar II	0
		Electives or Bins	6-12
Electives or Bins	6		
Total	54	Total	54
Summer			
94-900 Internship			0
Fall semester – Year 2	Units	Spring semester – Year 2	Units
93-807 Museum Operations OR		93-808 Exhibitions Management OR	
93-811 Producing a Perf Arts Season	6	93-812 Presenting Perf Arts & Festivals	6
93-831 Intro to Business Law for Arts Managers	12	90-739 Systems Synthesis (if not fall)	12
90-739 Systems Synthesis (if not spring)	12	9X-xxx Data-Driven Analysis Bin (if not fall)	6
Electives or Bins	12-24	Electives or Bins	12-30
Total	48	Total	42

3.4 Electives and Interest Areas

In addition to the Core, you may select electives to support your chosen career path or interest area and to supplement areas of expertise. Here are some guidelines to help you with choosing electives:

- Students need to take a minimum of 48 units of approved electives
- MAM students may take up to 12 units of free electives in College of Fine Arts courses, with the approval of the MAM Program Director.
- Approved graduate courses across the University may also be taken if they are graduate level and contribute to your growth and development as an arts manager.
- Undergraduate courses will not count toward your MAM degree unless approved by the Program Director via General Petition. Even if approved, graduate students can only earn “Pass/No Pass” units (vs. letter grades) and the grade will not be factored into your QPA.
- CMU graduate students may take up to 24 units (total) of courses at Tepper School of Business. For more information, visit <https://www.cmu.edu/tepper/programs/mba/curriculum/mba-course-requests/carnegie-mellon-graduate-students.html>

- Approved graduate courses outside the University are also permitted through the Pittsburgh Council on Higher Education agreement. For more information, visit www.cmu.edu/hub/registrar/registration/cross/outgoing.html

MAM-SPECIFIC ELECTIVES

93-832	Arts & Community Development	(fall)	6 units
93-813	Arts Facilities Management	(fall/early evening)	6 units
93-809	Public Art	(fall)	6 units
93-828	Advanced Topics in Fundraising (<i>MAM2 only</i>)	(fall/weekend mini)	3 units
93-807	Museum Operations (<i>MAM2 only</i>)	(fall)	6 units
93-811	Producing a Perf Arts Season (<i>MAM2 only</i>)	(fall)	6 units
94-843	Research Studio: Arts Management & Technology	(fall)	6 units
93-815	Audience Engagement & Participation	(spring 2024 only)	6 units
93-804	Arts in Education	(spring/evening)	6 units
93-846	Cultural Policy & Advocacy in the U.S.	(TBD)	6 units
93-808	Exhibitions Management (<i>MAM 2 only</i>)	(spring)	6 units
93-812	Presenting Perf Arts & Festivals (<i>MAM2 only</i>)	(spring/evening)	6 units
93-844	Live Music: Touring & Revenue Streams	(spring)	6 units
93-XXX	Special Topics in Arts Management	TBD	3 units

SAMPLE ELECTIVE INTEREST AREAS

Some of the electives likely to be of interest to MAM students are listed below by interest track. Although concentrations and tracks are not required within the MAM program, students may elect to follow courses within a particular interest and function area. These are mere recommendations, and students certainly may opt to try interest areas that are not on this list. For a complete list of electives, please consult the Carnegie Mellon Schedule of Courses.

Marketing

94-843	Research Studio: Arts Management & Technology	(fall)	6 units
94-708	Applied Strategic Marketing	(fall)	6 units
93-815	Audience Engagement and Participation	(spring 2024 only)	6 units
94-828	Survey Design	(spring/evening)	6 units
94-802	Geographic Information Systems (GIS)	(fall/spring)	12 units
94-823	Measuring Social	(fall/spring/evening)	12 units
94-732	Managing Disruption in Media and Entertainment	(spring)	6 units
90-801	Media & Communication Design I	(fall/spring)	6 units
90-804	Media & Communication Design II	(spring)	6 units
90-782	Multimedia – <i>do not take if you've had 90-801 or 90-804</i>	(fall/spring)	12 units
05-692	Interaction Design Overview (HCII)	(fall/spring)	9 units
45-xxx	<i>Marketing course at Tepper (see section 3.4)</i>		
51-xxx	<i>School of Design course</i>		

Fundraising

93-828	Advanced Topics in Fundraising (<i>dates listed online</i>)	(fall/weekend mini)	3 units
94-824	Creating Results Oriented Programs	(spring/evening)	6 units
90-823	Program Evaluation	(fall/spring)	12 units
93-846	Cultural Policy and Advocacy in the US	(TBD)	6 units
94-813	Project Management	(fall/spring)	6 units
94-800	Negotiation	(fall/spring)	6 units
94-802	Geographic Information Systems (GIS)	(fall/spring)	12 units
94-870	Telling Stories with Data	(fall/spring)	6 units

Arts and Cultural Policy

93-804	Arts in Education	(spring/evening)	6 units
93-846	Cultural Policy and Advocacy in the US	(TBD)	6 units
93-809	Public Art	(fall)	6 units
93-832	Arts & Community Development	(fall)	6 units
90-703	Gender, Politics, and Policies in the US and World	(spring)	6 units
90-714	Policy and Politics in American Institutions	(spring)	12 units
90-713	Policy and Politics: An International Perspective	(spring)	12 units
90-789	Resilient & Sustainable Communities	(spring)	12 units
90-860	Policy in a Global Economy	(fall)	6 units
94-870	Telling Stories with Data	(fall/spring)	6 units
90-704	Poverty, Inequality and Social Policies	(fall)	12 units
90-750	Civic Engagement as a Community Process	(fall/evening)	6 units

Interdisciplinary Arts Programming

93-813	Arts Facilities Management	(fall/early evening)	6 units
93-808	Exhibitions Management	(spring)	6 units
93-811	Producing a Perf Arts Season	(fall)	6 units
93-804	Arts in Education	(spring/evening)	6 units
93-807	Museum Operations	(fall)	6 units
93-812	Presenting Perf Arts & Festivals	(spring/evening)	6 units
94-824	Creating Results Oriented Programs	(spring/evening)	6 units
62-708/18	Theater Architecture I/II	(spring)	6 units
93-XXX	Special Topics in Arts Management	(TBD)	3-6 units
TBD	<i>Graduate art history course at Pitt</i>		

Community and Economic Development

93-804	Arts in Education	(spring/evening)	6 units
93-832	Arts & Community Development	(fall)	6 units
93-846	Cultural Policy and Advocacy in the US	(spring)	6 units
90-750	Civic Engagement as a Community Process	(fall/evening)	6 units
90-789	Resilient & Sustainable Communities	(spring)	12 units
90-748	Real Estate Development	(fall/evening)	6 units
94-824	Creating Results Oriented Programs	(spring/evening)	6 units
94-800	Negotiation	(fall/spring)	6 units
XX-XXX	<i>Course at University of Pittsburgh School of Education</i>		

General Management

94-813	Project Management	(fall/spring)	6 units
90-823	Program Evaluation	(fall/spring)	12 units
94-837	Leading w/ Equity & Inclusion (Hybrid/weekends)	(fall 2022)	6 units
90-722	Management Science	(spring)	12 units
90-744	Nonprofit Statements & Analysis	(spring)	6 units
94-824	Creating Results Oriented Programs	(Fall/evening)	6 units
94-800	Negotiation	(fall/spring)	6 units
91-800	Organizational Management	(fall/evening)	12 units
94-866	Design Thinking	(fall)	6 units
94-774	Business Process Modeling	(spring)	6 units
94-814	Evidence-based Management	(fall/evening)	6 units

Leadership

91-809	Organizational Change	(spring/evening)	6 units
94-837	Leading w/ Equity & Inclusion (Hybrid/weekends)	(fall 2022)	6 units
91-869	Conflict Resolution	(spring/evening)	6 units
94-801	Acting for Management	(fall/spring)	6 units

94-800	Negotiation	(fall/spring)	6 units
94-811	Strategy Development	(fall/spring/evening)	6 units
94-854	Developing as a Leader	(fall/spring/evening)	6 units
94-866	Design Thinking	(spring)	6 units
94-883	Applied Ethical Analysis	(fall/evening)	6 units
94-890	Race, Politics and Policies in the U.S.	(fall/evening)	6 units

Research and Data Analytics

94-843	Research Studio: Arts Management & Technology	(fall)	6 units
90-823	Program Evaluation	(fall/spring)	12 units
94-728	Business Intelligence & Analytics	(fall)	6 units
94-834	Applied Econometrics	(fall)	6 units
94-828	Survey Design	(spring/evening)	6 units
94-802	Geographic Information Systems (GIS)	(fall/spring)	12 units
94-824	Creating Results Oriented Programs	(fall/evening)	6 units
94-870	Telling Stories with Data	(spring)	6 units
94-774	Business Process Modeling	(spring)	6 units

Micro Mini Courses (offered in Fall of 2022)

Micro Mini courses change annually to reflect current topics and student demand. They have specific meeting times that should be listed in the course description. Spring courses will be announced as they become available.

90-810	Social Movements	(fall 2022)	3 units
93-838	Advanced Topics in Fundraising	(fall 2022)	3 units

3.5 Course Registration

Students are registered by Heinz Academic Services for their first semester. For the remaining semesters in the program, students (with approval from their academic advisors) register themselves. Students should log onto to their Student Information Online (SIO, via the HUB) to view their registration times, plan their course schedule, and register for courses. Please note the following:

- A complete tutorial with step-by-step instructions is available at <https://www.cmu.edu/hub/registrar/registration/index.html>
- View the Heinz Course Catalog for course descriptions: https://api.heinz.cmu.edu/courses_api/course_list/
- View the Schedule of Classes: <https://enr-apps.as.cmu.edu/open/SOC/SOCServlet/search>
- A “mini” course is a half-semester course (Mini 1 = August-October, Mini 2 = October-December, Mini 3 = January-March, Mini 4 = March-May).
- If a course has multiple section options, it is noted with multiple corresponding numbers (A,B,C,...)

Please refer to *3.4 Electives and Interest Areas* for information on registering for courses at Tepper or at other universities. Please be sure to read the Heinz College-Wide Handbook for information about registration policies, wait list policies, and more.

4. SYSTEMS SYNTHESIS (CAPSTONE)

The Systems Synthesis capstone project course is an essential component of the Core. Each year we offer at least four MAM-specific Systems Synthesis projects that are organized around a significant arts management problem, the solution to which requires a mix of technological, economic, social and analytical skills. Systems Synthesis students are organized into a team of 4-7 other Heinz College students and are guided by a faculty advisor from the Heinz College and/or the College of Fine Arts. These courses are not organized as conventional classes, but

involve students in a group problem-solving situation under faculty supervision. All students in the MAM Program are required to take one semester of Systems Synthesis.

Systems Synthesis projects allow you to apply the diverse skills developed in the classroom to a real-world problem with a real-world client in the design of a specific functioning public or non-profit sector system. The term "system" refers to the fact that the particular entity studied has an identifiable objective or function, and the word "synthesis" refers to the fact that the desired output is an integrated "design" for improved operation of that system.

In a Systems Synthesis Project, you will work in a group to structure a problem, do appropriate analysis using quantitative and analytical tools, generate recommendations to solve or ameliorate the problem, and present the analysis and recommendations to the client in both written and oral form. The experience will be designed to sharpen your problem-solving skills in working effectively in groups.

Project proposals are submitted by faculty, staff, current students, alumni, and arts community stakeholders. Information on the proposal submission process (guidelines, resources, deadlines, voting selection, etc.) will be shared by your Program Director in the Spring semester of your first year. Students will have an opportunity to vote on their top choices in August, prior to the start of the Fall semester of the second year. A comprehensive Systems Synthesis Guidebook containing information about best practices, guidelines, expected deliverables and other resources will be shared at the beginning of your Systems Synthesis course.

5. SUMMER INTERNSHIP

All MAM students are required to spend the summer following their first year gaining professional experience in arts management through an internship. Your internship will train you in ways significantly different from classroom instruction. By working in a professional environment, you will solidify the knowledge gained in your MAM Program coursework, refine career interests, and establish personal networks which might lead to later career opportunities. You can also earn income, though the MAM Program does also accept volunteer internships. The internship also provides the faculty with feedback about the relevance of the curriculum and the effectiveness of the teaching program.

5.1 Securing an Internship

You are responsible for securing a suitable internship. The required course, Arts Management Professional Seminar, is designed to assist MAM students in gaining skills to help them acquire a summer internship. Topics covered in this course include cover letter and resume writing, networking, and interviewing. The MAM Program staff and the Career Services staff (one of whom serves as an official career services advisor to the MAM program) aids students in the internship search by providing one-on-one counseling sessions and sharing listings for potential internships. Note: Career Services will share some internship opportunities, but these are not the only internships that are available. Students should not rely only on these listings exclusively but should feel empowered to find and apply to internships they research online or acquire through their network.

5.2 Internship Standards

All students are expected to satisfactorily complete an internship as an integral part of the MAM degree program. As a graduation requirement, the internship must meet the following guidelines:

- Be housed within a separate (non-CMU) cultural or arts-related organization, which may be a public agency, non-profit organization, or private (for-profit) agency;
- Hold a function area that is managerial in nature, such as marketing, fundraising, programming, education and community engagement, finance, artistic operations, or other/general management areas;

- Has at least one full time paid staff member/supervisor; and
- Minimally, has the equivalent of 300 hours of full-time employment that has formal supervision, is professional in nature, includes work that is of importance to the organization, and has significant educational value.

Before beginning the internship, students must complete the online class in Canvas that is managed by the Heinz College Career Service Office and receive approval by the Program Director and Career Services Advisor. The internship will be verified with the student's supervisors and then approved. Students must notify their Career Advisor of any significant changes in their internship (length, location, hours of work, etc.)

F1 Visa Students: You must apply for Curricular Practical Training (CPT) employment authorization for your summer internship. CPT authorization is required regardless of the internship being paid or unpaid. CPT is only available to F-1 students who have not graduated and who have been enrolled on a full-time basis for one full academic year (i.e. fall and spring.) If your degree program requires you to complete a summer internship, you can qualify for CPT. Processing CPT may take up to 2 weeks and you cannot begin employment until you receive authorization. Guidelines, forms and instructions can be found at the [Office of International Education's website](#).

You will not be permitted to graduate if you accept or begin work at an internship that does not meet MAM Program standards, and it is strongly suggested that you verify the eligibility of your internship with the MAM Program Director or your Career Services Advisor in advance of accepting the offer with your internship host.

5.3 Internship Registration, Deliverables and Grading

Once the internship has been approved, students will automatically be registered for 94-900, Internship (0 units). At the end of the internship, your Career Services Advisor will request that your supervisor complete an evaluation form about your performance during the summer. You are also required to complete an evaluation survey as well as self-reflection statement describing how your internship fulfilled the educational goals of the program. A grade of "Pass/No Pass" will be issued upon successful completion of all internship requirements. If you do not successfully complete an eligible internship along with your survey and self-evaluation, you will not fulfill your internship requirement necessary for graduation.

5.4 Internship Funding

Federal Community Service Work-Study (FCSWS)

Heinz College participates in the FWS/FCSWS programs, which are need-based federal financial aid programs that provide part-time employment to eligible students who need the earnings to help meet their educational expenses. The programs encourage students receiving FWS assistance to seek employment in the community (within an eligible organization). Student eligibility is determined from information provided on the student's *Free Application for Federal Student Aid (FAFSA)* and *Heinz College Financial Aid Application*. Interested students for summer FCSWS funds are also required to submit a Summer Request Form for Federal Community Service Work Study. To be eligible, a student must meet all the following requirements:

- Be enrolled as a regular student in an eligible program of study;
- Be eligible for Federal Financial Aid; and
- Be a U.S. citizen or Federal Aid eligible noncitizen.

For more information about FCSWS, visit <https://www.heinz.cmu.edu/admissions/faq/financial-aid>.

Internship Opportunity Fund

Students who accept internships that do not qualify for funding under the Federal Community Service Work Study (FCSWS) program, either because the student does not have federal financial aid eligibility or because the employer and/or the job does not meet federal regulations for FCSWS eligibility, may apply to the Heinz College Internship Opportunity Fund (IOF) for consideration of awards to help support non-paying and low-paying internships. Students are never eligible to receive both IOF and FWS funds to subsidize the same position.

The IOF is a student-run group that holds various fundraising activities throughout the year to raise money that will be matched by the College if the predetermined fundraising goal is met. All funds are then redistributed to students taking low-paying or unpaid summer internships. Students that actively participate in the fundraising, and that have a demonstrated financial need, will receive preference when the funds are distributed. The IOF is open to students in all Heinz College programs who do not qualify for FWS and that have a required summer internship component, regardless of the employer's sector. The IOF grants awards between \$500 and \$4,000.

Students are eligible for IOF funding if:

- They are enrolled in a Heinz College program that requires a summer internship
- Their summer internship is non-paying or low paying
- Their summer internship does not pay through [FCSWS](#) (ex. for-profit organizations) or the student is not FCSWS eligible (ex. international students)

Students are not eligible for IOF funding if:

- They have a paid internship, which includes being paid through FCSWS.
- Their internship is not approved by the Career Services office.

For more information about IOF, visit <https://heinz.campusgroups.com/iof/about/>

6. ACADEMIC YEAR PRACTICUM OPPORTUNITIES

Although the summer internship is the only required practicum component within the MAM curriculum, we highly encourage you to take advantage of as many experiential learning opportunities as possible during your graduate studies. These could involve working in a paid position, volunteering, or conducting research in one of our affiliated research centers.

6.1 MAM-CFA Fellows Program

In order to better foster the College of Fine Arts (CFA)/Heinz relationship, we established a CFA Fellows program where select MAM students serve in positions in the School of Music, School of Drama, School of Art, Miller Gallery, STUDIO for Creative Inquiry, and other CFA departments. The Fellows assist in the management of day-to-day functions, fostering an exchange between their CFA department and the MAM program while serving as an ambassador for both programs. Students are paid \$15/hour and may earn up to \$5,000 per academic year if they qualify for work-study or up to \$3,000 if they do not qualify for work-study.

6.2 Positions at Local Arts Organizations (FCSWS)

Eligible students who qualify for federal aid may opt to earn their work-study award through placements at arts organizations off-campus through the Federal Community Service Work Study (FCSWS) program. Refer to Section 5.3 for more information. Please note that this can be more logistically difficult for first year students, as class loads are more substantial in the first year and may not allow for adequate travel time to/from CMU and the respective arts organization in between classes.

6.3 MAM Research Centers

The MAM program is also home to two affiliated research centers and laboratories: Amplifi and Arts Management and Technology Laboratory (AMTLab). Amplifi will be on hiatus for the 2022-2023 academic year. AMTLab hires a Chief Editor (who is eligible for partial tuition fellowship during 2nd year), Chief Coordinator (work-study), and numerous research associates and writers (for academic credit).

6.4 Teaching Assistantships

Teaching Assistant (TA) positions are given to master's students entering their third semester and Ph.D. students who have demonstrated both an understanding of the course material and the ability to help others learn this information. Teaching Assistants are an important part of the success of the College's programs. They assist the instructor by conducting review sessions, tutoring students, either individually or in small groups, and grading homework and examinations under the supervision of the instructor. Refer to the College Wide Handbook for more information about teaching assistantships.

7. CAREER SERVICES

Each program is assigned a program-specific Heinz College career advisor to assist students with their career services as it pertains to their internship and job search. This may include cover letter and resume reviews, leading career services workshops, researching organizations and contacts, scheduling mock interviews, and coordinating networking events. You are encouraged to participate in as many events as possible.

Please also read the MAM-specific career guide which is updated and published every year. This is available for download from [Handshake](#) under the Resources tab.

7.1 Job and Internship Postings

- **D-Lists:** The career services office maintains career services distribution email lists, which are used to forward on relevant job and internship postings that are directly forwarded to us.
- **MAM Job Database:** Please utilize the Job Search comprehensive spreadsheet for a full listing of available online locations
- **Social Media:** We also highly encourage you to actively follow MAM-related social media feeds ([MAM Facebook Group](#), [@CMU MAM on Twitter](#), [@CMU MAM on Instagram](#), [CMU MAM Community Group](#)), as many jobs and internships are often posted there by MAM alumni and other professionals in the industry.

7.2 Experiential Trips and Network Nights

The career services office regularly organizes site visits and networking trips to New York City, Washington DC and other cities (Cleveland, Philadelphia, etc.). These events can be in-person or virtual. These events offer students an opportunity to meet with MAM alumni in other cities, tour world-renowned arts facilities, and more. It is highly recommended that you participate in these valuable networking opportunities even if you are not interested in working in that particular city, as these experiences provide you with a well-rounded view of the arts ecosystem.

8. CONFERENCES

8.1 Conferences

Most arts service organizations offer an annual conference where their members and affiliates convene to discuss best practices, network, and learn from others in the industry. We highly encourage that you attend one conference per year as an extension of your classroom learning. While we understand this may be costly, you can

often volunteer for conferences in exchange for free registration, apply for scholarships through the organization, or supplement remaining expenses through the resources for university conference funding outlets: 1) MAM/Heinz College Conference Fund and 2) Graduate Student Assembly Conference Fund. More information about conference funding, criteria, and appropriate deadlines can be found here:

<https://www.heinz.cmu.edu/current-students/conference-funding>

9. DEPARTMENTAL INFORMATION

9.1 Master of Arts Management Team (2022-2023)

The staff listed below are directly associated with the Master of Art Management program. There is a robust team at Heinz College and CMU available to help you navigate your education from financial aid and student services to disability services and more. The Program Director can generally help connect you with the staff or faculty member(s) or department(s) to help meet your inquiries and needs.

Jessica Bowser Acrie

Program Director, Advisor

jabowser@cmu.edu

Dr. Brett Ashley Crawford

Faculty Chair, Faculty, Advisor

brett@cmu.edu

Matthew Spangler

MAM Career Advisor

mspangler@cmu.edu

10. JOINT DEGREES AND EXCHANGE PROGRAMS

10.1 Accelerated Master's Program (AMP)

The Heinz College offers the AMP program for selected undergraduates from the College of Fine Arts and the College of Humanities and Social Sciences. AMP students finish their undergraduate degrees in their senior years while beginning the MAM Program. During the senior year, students remain on undergraduate financial aid and pay undergraduate tuition. After one additional year at the Heinz College, during which they are eligible for Heinz financial aid, they receive their MAM degrees. Students apply to the AMP program as juniors. This program is described in great detail in the Heinz College AMP Guide, which is available from the Office of the Associate Dean or the Admissions Office. Students interested in the program are encouraged to contact the Admissions Office.

10.2 University of Pittsburgh School of Law MAM-JD Dual Degree

The University of Pittsburgh School of Law and the Heinz College offer a dual degree program designed to train students for careers in which management, public policy and law overlap. You can be admitted to the program either before you enter the school or in your first year. You must submit separate applications to each school in addition to the dual degree application. If you are applying during your first year in the MAM Program, you must take the LSAT test and submit an application to the University of Pittsburgh School of Law by March 1. The dual program generally spans four years. You must satisfy both schools' degree requirements, but some credit is given by each school for completing the other school's program. At the School of Law, 88 credits are required, but 14 credits are awarded for completing the Heinz College's MAM Program; at the Heinz College, 204 units are required, but 36 units are awarded for completing the JD program. For more information contact the Associate Dean's Office or the Heinz College Office of Student and Employer Services.

10.3 Exchange Programs

Carnegie Mellon University's Heinz College offers an exchange program with the University of Bologna (Italy) or University of Ludwigsburg (Germany) for one semester as an exchange student. Courses at the University of Ludwigsburg are taught in German, while courses at University of Bologna are taught in English. Although up to 60 units may transfer back to the MAM degree, core courses not offered as an equivalent course at the host institution (that you would have taken that semester at CMU) must be completed in advance. As a result, it is

recommended that you meet with the MAM Program Director as soon as possible to discuss your course plan. *The deadline to apply to the exchange program is February 15.*