

ARTS & ENTERTAINMENT MANAGEMENT ARTICULATION GUIDEWashtenaw Community College – **AA or AAS with Certificate in Arts Management**Eastern Michigan University – **BA in Arts and Entertainment Management****Washtenaw Community College Courses:****Eastern Michigan University Courses:****Michigan Transfer Agreement (MTA) Requirements (30 credits)**

Students with the MTA endorsement on their community college transcript have satisfied EMU's General Education Core Requirements and will be required to complete only the General Education Application Requirements of one Perspectives on a Diverse World course, one Learning Beyond the Classroom experience, and a Writing Intensive course in the major. Courses listed below for the MTA also satisfy program requirements at EMU and/or WCC. For WCC approved MTA courses go to the [community college's website](#). Students without an MTA or MACRAO endorsement must complete EMU's general education program.

1. A course in English Composition

Choose one from the approved MTA list..... 3 General Transfer Credit..... 3

2. A course in English Composition or Communication

Choose one from the approved MTA list..... 3 General Transfer Credit..... 3

3. A course in Mathematics

Choose one from the approved MTA list..... 4 General Transfer Credit..... 4

4. Two courses in Natural Sciences from different disciplines (one lab required)

Choose two from the approved MTA list 7-8 General Transfer Credit..... 7-8

5. Two courses in Humanities and Fine Arts from different disciplines

* MUS 180 Music Appreciation: Our World 3 MUSC 107 Music Appreciation (GEGA)..... 3

* DRA 180 Theatre Appreciation 3 CTAR 100 Theatre Appreciation 3

6. Two courses in Social Sciences from different disciplines

Choose two from the approved MTA list 6 General Transfer Credit..... 6

If needed, complete additional credits in any of the above categories to meet the 30 credit minimum for the MTA.**WCC Certificate/Associate Degree Program Requirements (30 credits)**

ART 285 or MUS 285 Self-Management for Working Artists .. 3 AACR 000 General Transfer Credit..... 3

BMG 250 Principles of Marketing 3 MKTG 000 General Transfer Credit..... 3

Choose one: BMG 155 or BMG 168 3 AACR 000 or SMGT 000 General Transfer Credit 3

Choose one: AUD 170, COM 150, VID 105 3 CTAT 000 or CTAT 131 General Transfer Credit..... 3

MUS 295 Arts Management Capstone 2 AACR 000 General Transfer Credit..... 2

* Choose two courses from (WCC Elective): 6 EMU Program Restricted Electives 6

COM 155 Scripting for Broadcast Arts CTAT 344 Continuity Writing for Electronic Media

ECO 211 Principles of Economics I (applies to MTA) ECON 201 Principles of Macroeconomics

ECO 222 Principles of Economics II (applies to MTA) ECON 202 Principles of Microeconomics

JRN 111 Introduction to Journalism JRN 215 News Writing and Reporting

JRN 217 Introduction to Feature Writing JRN 306 Feature Writing

* FLM 120 Introduction to Film 3 CTAT 145 Introduction to Cinema Studies..... 3

Credit toward AA or AAS..... 7 General Elective Credit..... 7

EMU Requirements and Electives that may be Taken at WCC or EMU (15-21 credits)**Minor Requirements**

Choose one set of minor courses below 9-15 Minor Requirements 9-15

Management: BMG 207; (one from: BMG 140, CIS 110, Management: MGMT 202, (one from: COB 200, IS 215,

BMG 160); (three from: BMG 101, 109, 174, 209, 230, 231, MKTG 261); (three from: MGMT 000)

240, 273, 279

Entrepreneurship: ACC 111; (two from: ACC 122, BMG 140, Entrepreneurship: ACC 240; Rest. Elect. (two from: ACC 241,

CIS 110, BMG 207, BMG 111, BMG 160) COB 200, IS 215, MGMT 202, LAW 293, MKTG 261)

Marketing: BMG 160, ACC 111, BMG 207 Marketing: MKTG 261, (Rest. Elect.) ACC 240, MGMT 202

ART 130 Art Appreciation 3 ARTH 100 Art Appreciation 3

Open Electives 6 General Transfer Credit..... 6

Credits at WCC: 75-81 Credits that transfer to EMU 75-81

* Required for EMU's BA in Arts and Entertainment Management program. If not transferred, must be completed at EMU.

Sign up with us: If you let us know you are using this articulation agreement we can stay in touch with you and provide information and advising to you while you are still at your community college.

ARTS & ENTERTAINMENT MANAGEMENT ARTICULATION GUIDE

Washtenaw Community College – **AA or AAS with Certificate in Arts Management**

Eastern Michigan University – **BA in Arts and Entertainment Management**

Completion of the BA in Arts and Entertainment Management

Major Requirements (33 credits)

Arts & Entertainment Management Requirements (24 credits)

AMA 240	Managing the Creative Process	3
AMA 300	Arts Management	3
AMA 313	Contemporary Issues in Arts Management	3
AMA 317	Case Studies in Arts Management	3
AMA 330	Data Literacy in the Arts	3
AMA 350	Managing the Production Distribution of Arts ..	3
¹ AMA 453W	Marketing the Arts	3
AMA 454	Cultural Policy.....	3

Applied Learning (9 credits)

AMA 460	Career Seminar	3
² AMA 489L4	Internship.....	6

Minor Requirement (6-12 credits)

Students are required to complete a minor in Management, Entrepreneurship or Marketing. Any requirements not completed at WCC must be completed at EMU. A minimum of 6 credits at the 300/400 level must be taken at EMU for the minor.

Management Minor

MGMT 384	Human Resource Management.....	3
MGMT 386	Organizational Behavior and Theory	3

Entrepreneurship Minor

MGMT 388	Introduction to Entrepreneurship	3
MGMT 481	Managing the Entrepreneurial Venture....	3
Choose two courses from the following		6
MGMT 386	Organizational Behavior and Theory	
MGMT 488L2	Field Studies in Entrepreneurship	
MKTG 360	Principles of Marketing	

Marketing Minor

MKTG 360	Principles of Marketing	3
Choose 3 courses from the following.....		9
MKTG 361, 363, 365, 368W, 369, 374, 375, 425, 426, 430, 444, 460, 461, 470, 473, 474, 475		

Credits at EMU: 39-45

Transfer Credits: 75-81

Total Credits: 120

¹ Fulfills EMU’s Writing Intensive requirement.

² Fulfills EMU’s Learning Beyond the Classroom requirement.

ARTS & ENTERTAINMENT MANAGEMENT ARTICULATION GUIDEWashtenaw Community College – **AA or AAS with Certificate in Art Management**Eastern Michigan University – **BA in Arts and Entertainment Management****Additional Information:**

1. Each institution will determine the satisfaction of their individual program and degree requirements. Both institutions agree to accept transferable courses from each other and from other regionally accredited institutions. WCC courses indicated with an * are required for EMU's BA in Arts and Entertainment Management. Substitutions for these courses must be approved by the EMU program coordinator.
2. Students with the MTA endorsement on their community college transcript have satisfied EMU's General Education Core Requirements and will be required to complete only the General Education Application Requirements of one "Perspectives on a Diverse World" course, one "Learning Beyond the Classroom" experience, and a "Writing Intensive" course in the major. The Perspectives on a Diverse World requirement may be transferred to EMU.
To use the Michigan Transfer Agreement (MTA), students must have an official community college transcript, with the "MTA Satisfied" endorsement sent to EMU's Admissions Office. Students who do not have "MTA Satisfied" on their community college transcript, will be required to satisfy EMU's general education requirements as applied to transfer students. The MTA may be completed after admission to EMU, however, students should inform their advisors or they may be advised to complete additional courses for the general education program. If already on the transcript, the MACRAO designation will be accepted at EMU after August 2019.
3. Only courses with a grade of "C" or better (2.0 on a 4.0 scale) will be accepted for transfer to either institution.
4. Under this agreement, EMU will waive the 60-hour rule and require that a minimum of 30 credit hours must be completed in EMU courses, with at least 15 hours in the program or (9 hours in the major and 6 hours in the minor), at the 300-level or above. Of the last 30 hours completed before graduating, a minimum of 10 credit hours must be in courses offered by EMU. A minimum of 120 credit hours (Fall 2022 change), completed in-residence or accepted in transfer, is required for graduation.
5. Students must satisfy all admission requirements at the time of application for admission to EMU, including submitting transcripts from all previously attended colleges. WCC students will receive equal consideration with other students for course registration and financial aid.
6. Students are encouraged to contact EMU's Francine Parker Advising Center before applying to EMU. To facilitate advising and the evaluation of transcripts, [sign up for this articulation agreement](#) and bring a copy of this articulation guide to all advising sessions.

Effective Date: September 1, 2021 until August 31, 2024.

This agreement is consistent with the 2021-2022 catalog. Students have until summer 2029 to graduate from Eastern Michigan University following this agreement. In the event that a student does not complete the program within seven years, they may be required to have their credits reevaluated using the requirements of the current articulation guide.

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