

Master of Science in Performing Arts Leadership & Management



SHENANDOAH[®]
UNIVERSITY

Shenandoah Conservatory

An Online, Full-time, Two-year Professional Degree Program (36 credit hours)

PROGRAM DESCRIPTION

The online Master of Science in Performing Arts Leadership and Management curriculum is designed to provide future performing arts executives and artistic leaders with the industry skills required in the 21st century. The program provides online classroom, community-based, and experiential training that prepares students for meaningful professional careers in the arts. The program is designed for students who already hold a baccalaureate degree in music, dance, theatre or related fields, for recent students who are early career in the arts management field, and for those who are looking to change their career.

PROGRAM PREREQUISITES

- Baccalaureate degree in the performing arts or the equivalent with a minimum GPA of 2.5.*
**Applicants with a bachelor's degree in disciplines other than the performing arts may be considered on an individual basis if they have had extensive non-curricular experiences in the arts.*

ADMISSIONS REQUIREMENTS

- Graduate Application for Admission with a \$30 non-refundable application fee.
- SU Conservatory undergraduates who have completed the accelerated PALM program may apply with no application fee, writing samples, or interview required.
- Unofficial transcripts for initial admission from all institutions of higher education previously attended.
- Essay that addresses your intent for joining the program and explains your professional goals (no less than 500 words).
- Academic or professional writing sample (no less than 500 words).
- Virtual interview with the program director.
- Language Proficiency Requirement must be met. Submission of TOEFL, IELTS, PTE, or Duolingo English Test may be required. See our policy for full details: <https://www.su.edu/admissions/international-students>.

ABOUT SHENANDOAH CONSERVATORY

Shenandoah University's world-renowned Shenandoah Conservatory offers intense, specialized, professional training in music, theatre, and dance. Students work with a faculty of active professionals as they develop artistically and intellectually for careers in the performing arts. Fully accredited by the Southern Association of Colleges and Schools (SACS), Shenandoah Conservatory offers degrees at the baccalaureate, master's, artist diploma, and doctoral levels and produces performances each year.

ADMISSION & APPLICATION

Start Term

Summer (May) 2023*
Fall (August) 2023

*Summer applications are highly recommended to enroll in required business courses. SU 4+1 students begin in summer.

Admission Deadline

Rolling Admissions

Students interested in a summer start should apply prior to May 15.

Format/Location

Online via Zoom

Interview: Required
GRE: Not Required

How to Apply

Begin the online application process by going to www.su.edu/conapp.

Foreign Transcripts

International transcript evaluation by an accredited agency is an admission requirement. Approved services are listed at www.naces.org/ and <http://aice-eval.org/>.

Contact Us

Mr. David Edelman
Director of Performing Arts Leadership & Management
dedelman@su.edu

Office of Graduate Admissions
SUGradAdmissions@su.edu
call: 540-665-4581 | text: 540-401-5709

Office of Financial Aid
<https://www.su.edu/financial-aid/incoming-graduate-aid/>
finaid@su.edu | call: 540-665-4538



Mr. David Edelman
Director of Performing Arts Leadership & Management

CURRICULUM

Course	Title	Credits
PALM 509	Foundations of Arts Management	3
ACCT 501	Foundations of Accounting	3
QM 502	Business Statistics	1.5
PALM 512	Arts Marketing & Audience Engagement	3
PALM 517	Financial Management for Arts Organizations	3
PALM 519	Fundraising in the Arts	3
PALM 520	Institutional Planning in the Arts	3
PALM 525	Governance of Arts Organizations	3
PALM 526	Leadership in the Arts I	3
PALM 528	Leadership in the Arts II	3
PALM 529	Grant Writing for the Arts	1.5
PALM 698	Internship in Arts Management	1 or 3
CONR 602	Arts Management Research & Writing	2
CONR 689	Arts Management Culminating Project	1
	Comprehensive Examination	Pass/Fail

Total 36

FREQUENTLY ASKED QUESTIONS

Does the program accept transfer credits?

Up to 9 graduate credits may be transferred when earned at an accredited institution. All transfer credit must fulfill curricular requirements or electives and have an earned grade of B- or higher.

All applied instruction must be completed at Shenandoah Conservatory – no transfer credit is accepted in this area. Based on a complete transfer credit analysis, the Associate Dean for Graduate Studies makes final decisions regarding transfer credit.

ACCELERATED PALM PROGRAM

Undergraduate students enrolled in Shenandoah Conservatory's Music, Theatre, or Dance curricula may apply for the online Accelerated PALM program, which will allow them to complete their M.S. PALM degree with only one additional year of study. Contact Dr. Edelman for further details!