M.A. IN ARTS PRESENTING AND LIVE ENTERTAINMENT MANAGEMENT (ONLINE)

Overview
Arts Presenting (AP Live) is a Live Entertainment Management Program with an emphasis on the performing arts and commercial music industries. AP Live offers a curriculum that’s distinctly tailored to provide a thorough understanding of marketing, promotion, management, legal aspects, risks and finance of a diversity of live entertainment endeavors. AP Live students gain hands on experience producing events, marketing and promoting concerts and working with venues on all aspects of a live entertainment performance. For more information, please visit the website for the Arts Presenting Program (https://artspresenting.frost.miami.edu/).

Admission Requirements
Applying to UOnline

How to Submit Your Application
When you decide to pursue a degree with UOnline, you’ll have a dedicated enrollment advisor to guide you through the application process. Follow the steps outlined below and contact your enrollment advisor with any questions.

Close all tabs (https://uonline.miami.edu/admissions/)
  • 1. START YOUR APPLICATION (https://uonline.miami.edu/admissions/)
    Go to our online application (https://myonline.miami.edu/signup/).
  • 2. COMPILE DOCUMENTS (https://uonline.miami.edu/admissions/)
    Upload the following required documents in the upload section:
      Unofficial Transcript: Submit a copy of your transcript from all academic institutions attended.
      Test Scores: Depending on the program you choose, you may need to submit graduate exam results. GRE and GMAT waivers are available for qualified applicants.
      Résumé: Submit your most recent résumé that appropriately illustrates your professional experience.
      Personal Statement: Submit a one-page personal statement addressing your interest in the program concerning your professional background and career aspirations.
      Language Proficiency: International students who do not hold an undergraduate U.S. degree must submit Test of English as a Foreign Language (TOEFL) scores. For more information, please see the Student Handbook (http://bulletin.miami.edu/graduate-student-handbook-online-students/?_ga=2.34928225.1136839122.1586795706-1670025083.1584388400).
  • 3. REQUEST YOUR OFFICIAL TRANSCRIPTS (https://uonline.miami.edu/admissions/)
    Request your transcripts electronically (preferred) or by regular mail:
    to etranscripts@miami.edu, or mail it to:
    Online Enrollment – Admissions Office
    1320 S. Dixie Hwy, Suite 902
    Locator – 2291
    Coral Gables, FL 33146-2291
    Please note: All graduate applicants who have attended a college or university outside the United States must submit official transcripts and diplomas (if available) from all colleges and universities attended to one of the three approved evaluation services.
  • 4. OBTAIN TWO PROFESSIONAL RECOMMENDATIONS (https://uonline.miami.edu/admissions/)
    Enter the names and contact information for two (2) people who can comment on your professional ability in the online application. Your references automatically receive an email to fill out your recommendation online. You can then track the status of each recommendation in the system. Recommendations must be received by the application deadline to be considered for admissions.
  • 5. APPLY FOR FINANCIAL AID (https://uonline.miami.edu/admissions/)
    Click here (https://uonline.miami.edu/scholarship-aid/) for more info about financial aid and the scholarships available to our students. Our enrollment advisors are also available to help you every step of the way.
Admission Decision Timeline
Once you have submitted your application, we will be in touch in the next two days.
If you are accepted to study online with the University of Miami, you have 24 hours to accept your offer and can then start your online student readiness orientation.

Curriculum Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td><strong>Major Area</strong></td>
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</tr>
<tr>
<td>MMI 641</td>
<td>Tour Management and Production</td>
<td>3</td>
</tr>
<tr>
<td>MMI 643</td>
<td>Marketing in the Arts and Entertainment</td>
<td>3</td>
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<tr>
<td>MMI 726</td>
<td>Performing Arts Center and Facility Management</td>
<td>3</td>
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<tr>
<td>MMI 736</td>
<td>Sponsorship, Development, and Financial Management in the Live Entertainment Industry</td>
<td>3</td>
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<tr>
<td>MMI 738</td>
<td>Legal Aspects of the Live Entertainment Industry</td>
<td>3</td>
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<tr>
<td>MMI 740</td>
<td>Arts Presenting Project</td>
<td>3</td>
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<tr>
<td>MMI 774</td>
<td>Music Copyright Law</td>
<td>3</td>
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<tr>
<td><strong>Electives</strong></td>
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<tr>
<td>Select 6 credit hours of approved Graduate Course Electives</td>
<td>6</td>
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Final Project

Choose from:

- MMI 804 Internship in Arts Presenting
- MMI Elective

Exit Exam

Total Credit Hours 30

Sample Plan of Study

**Year One**

**Fall**

- MMI 726 Performing Arts Center and Facility Management 3
- MMI 736 Sponsorship, Development, and Financial Management in the Live Entertainment Industry 3
- MMI 738 Legal Aspects of the Live Entertainment Industry 3

**Spring**

- MMI 641 Tour Management and Production 3
- MMI 643 Marketing in the Arts and Entertainment 3
- Approved Graduate Course Elective(s) 3

**Year Two**

**Fall**

- MMI 740 Arts Presenting Project 3
- MMI 774 Music Copyright Law 3
- Approved Graduate Course Elective(s) 3

**Spring**

- MMI 804 Internship in Arts Presenting 3

Exit Exam

- Total Credit Hours 30

* This is a suggested Plan of Study. Your actual course sequence may vary depending on your previous academic experience as well as current course offerings. Students should meet with their academic advisor each semester to determine the appropriate course selection.
Mission
The Arts Presenting and Live Entertainment Management (AP LIVE) masters degree program makes possible specialized, comprehensive and experiential learning in the multifaceted field of live arts presentations. Keen attention to leadership, project management, operations, personnel, finances and for-profit and non-profit arts business models serves as the foundation of the curricular learning, research and activity. With greater-Miami and arts connection to professional across the U.S. and beyond, students graduating from the University Miami and the Frost School of Music are fully prepared to enter the workforce as dynamic professionals poised to step in successfully to wide-varieties of arts settings around the world.

Goals
The program has three primary objectives:

• Each student is fully engaged in the entirety of Arts Presenting and Live Entertainment Management subject matter, with exposure to all of the professional-level issues of the field. To that end, courses are designed with syllabi that ensures a sequence of learning filled with each of the best-practice topics and tactics necessary for gaining professional level skills and wherewithal.

• Each student is engaged in research designed to capture far-reaching information formed from intense study and field experiences. Such research will result in (at least) two formal papers and presentations that exemplify exceptional effort and provide lasting value for the learner. Such research includes, but is not limited to creating and managing projects of various sizes, business models and implementation strategies, industry-related statistical analysis such as environmental scans, demographics and so forth, as well as the exploration of arts-based subjects that go to the heart of the arts presenting reason d’etre.

• Each student is introduced to professionals in the field—across the U.S. and beyond—such that they have developed a meaningful and useful network of mentors and contacts offering insights into arts presenting management issues, best practices and opportunities for further learning. The network of contacts is compelled into existence by way of course-work throughout the degree program that relies upon expert input as part of the assignments objectives, as well as professionals introduced by faculty.

Student Learning Outcomes

• Students will demonstrate the ability to create a graduate-level, high quality and extensively researched paper on a critical topic applicable to the course.

• Students demonstrate mastery of live presentations. Through research on an arts-based, course-specific topic, students organize information and share in a formal presentation as a means of exhibiting A) appropriate and effectual planning and format organizational skills, and B) proper and engaging communication competence. In so doing, students gain experience and capacities for successful live presentations frequently required in the professional field, such as funding requests, board reports, pre-concert discussions, educational lectures and more.

• Students demonstrate mastery of creating a comprehensive grant request.