COURSE DESCRIPTION

This graduate level course will introduce students to basic principles in the administration of museums, historic houses and other historic sites. We will discuss ethical and legal issues, strategic planning, museum organization, personnel management, fund raising and development, collections management, marketing and public relations and governance. The course will focus specifically on developing student knowledge of current issues in the field and building skills needed to work in various areas of museum management. The course also poses larger questions: What are the principal management and leadership challenges facing museums today? What kind of museum leader is needed to deal with these challenges?

ASSIGNMENTS AND GRADING

Class participation: 30%
This is a graduate course. You are expected to attend every class and come prepared to participate in discussion.

Writing Assignment 1: 30%
For each session between September 28 and through November 16, one or more students will be responsible for leading a discussion of the assigned readings and writing a 7 – 10 page paper summarizing and commenting on the assigned readings for that session and other relevant articles or books found using search engines, directories or bibliographies. The papers should be distributed by email to the entire class and the instructor no later than the Friday before each class.

The purpose of these papers is to demonstrate an ability to analyze and synthesize the required readings as well as any relevant books and articles you locate. The papers will be graded based on the success in locating additional relevant books and articles, the clarity of the writing and use of proper documentation and citation. Students should adhere carefully to the most recent edition of Kate L. Turabian, A Manual for Writers of Term Papers, Theses and Dissertations.

Writing Assignment 2: 10%
Write a two-page solicitation letter or proposal to a foundation or individual. Several different scenarios will be available to select from. This assignment will be due on November 23.
Final Paper: 30%
Each student will write a final paper on a topic to be assigned later in the semester.

REQUIRED BOOKS


COURSE SCHEDULE:

August 16: Introduction

I. August 23: Introduction and History of Museum Management Theory

Genoways and Ireland, Chapter 1 and 2


II. August 30: Problems and Challenges 1


### III. September 6: Problems and Challenges 2


Genoways and Ireland, Chapter 14

### IV. September 13: Problems and Challenges 3


### V. September 20: Collections Management

Visit with Curatorial Department, Old Salem, Inc. Meet at the Horton Museum Center, 900 South Main Street, Old Salem.

Genoways and Ireland, Chapter 8.

Susan Pearce, *Museums, Objects. Collections*.

### September 27: No Class

### VI. October 4: Strategic Planning

Genoways and Ireland Chapter 4


**October 11: No Class, Fall Break**

**VII. October 18: Structure and Organization**

Genoways and Ireland Chapter 3


**VIII. October 25: Personnel Management**

Genoways and Ireland Chapter 7.


**IX. November 1: Marketing and Audience Development**

Genoways and Ireland, Chapter 11


**X. November 8: Fund Raising, Earned Income**

Genoways and Ireland Chapter 6.

Joseph Barbato and Danielle Furlich *Writing for a Good Cause*


**XI. November 15: Museum Governance, Volunteer Management**


**XII. November 22: Legal and Ethical Issues**

Genoways and Ireland, Chapter 10 and 13.


**XIII. November 29: Financial Management and Budgets**

Genoways and Ireland Chapter 5.


