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## ARTS ADMINISTRATION MASTER'S REPORTS

## University of New Orleans [Solomon R. Guggenheim Museum]

[Anna Maria Grand, University of New Orleans](#)
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Master's Report

**Degree Name**

Master of Arts in Arts Administration

**Date**

12-2009

**Abstract**

From mid-May 2009 to mid-August 2009, I served as an intern in the Marketing department of the Solomon R. Guggenheim Museum. As an intern at this museum, I examined its daily operations, organizational structure, and program planning through the lens of a graduate student in the program of Arts Administration at the University New Orleans. Based on my internship at the Guggenheim, I have written a comprehensive report outlining my experiences and observations at the internationally renowned arts organization. The following report includes a brief history of the organization and description of its mission and organizational structure; details of the projects and tasks I was assigned as an intern; an analysis of the organization's strengths, weaknesses, opportunities, and threats; best practices for the industry and competitor analysis; and a description of my contribution to the Museum.

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