

# ARTS MANAGEMENT AND ENTREPRENEURSHIP CERTIFICATE

Total hours for the certificate: 12 Credit Hours

| Code                                                                                                                                                                      | Title                                                                                 | Hours     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------|
| <i>Required Courses (6 Credit Hours total) <sup>1</sup></i>                                                                                                               |                                                                                       |           |
| THR 4250<br>or THR 4260                                                                                                                                                   | Administration and Management of the Arts<br>Promoting the Visual and Performing Arts | 3         |
| Internship: (3 Hours) three hours of internship in ART, COMM, ENGL,<br>FILM 4940 Film Internship, MUSI, MUSM. THR 4940 Internship To be<br>identified by each discipline. |                                                                                       | 3         |
| Electives Select 6 Credit Hours from the following courses:                                                                                                               |                                                                                       | 6         |
| ART 1070                                                                                                                                                                  | Foundations of Digital Media                                                          |           |
| ART 2010                                                                                                                                                                  | Graphic Design: Print                                                                 |           |
| ART 4850                                                                                                                                                                  | Professional Practices                                                                |           |
| ARTH 3900                                                                                                                                                                 | Art Museum Practices                                                                  |           |
| ARTH 4350                                                                                                                                                                 | Global Art Market                                                                     |           |
| PSLS 3440                                                                                                                                                                 | Professional Sales                                                                    |           |
| COMM 2000                                                                                                                                                                 | Media Communication and Society                                                       |           |
| COMM 2150                                                                                                                                                                 | Digital Design for Media Communication                                                |           |
| COMM 2500                                                                                                                                                                 | Introduction to Social Media                                                          |           |
| COMM 2890                                                                                                                                                                 | Crisis & Conflict in Organizations                                                    |           |
| COMM 4270                                                                                                                                                                 | Special Event Planning                                                                |           |
| EFSB 2500                                                                                                                                                                 | Introduction To Entrepreneurship for Non-Business<br>Students                         |           |
| ENGL 2960                                                                                                                                                                 | Professional and Business Writing                                                     |           |
| MKTG 3280                                                                                                                                                                 | Digital Marketing                                                                     |           |
| MUS 1100                                                                                                                                                                  | Introduction To Music Technology                                                      |           |
| PSC 4300                                                                                                                                                                  | Principles of Public Administration                                                   |           |
| PSC 4410                                                                                                                                                                  | Public and Nonprofit Management                                                       |           |
| PSC 4430                                                                                                                                                                  | Human Resources Management in Public and<br>Nonprofit Organizations                   |           |
| PSC 4440                                                                                                                                                                  | Budgeting And Financial Administration                                                |           |
| <b>Total Hours</b>                                                                                                                                                        |                                                                                       | <b>12</b> |

<sup>1</sup> everyone takes one of these two courses

- Students will practice entrepreneurial skills during their discipline-specific internship.
- Students will directly apply their knowledge in a required internship experience
- Students will demonstrate knowledge of managerial strategies for employment in nonprofit organizations in the arts and cultural resources fields.