

Arts Management Certificate

Arts Management Certificate Requirements

12 Credits

Code	Title	Hours
ARTM 3010	Foundations of Arts Management	3
ARTM 3110	Entrepreneurship in the Arts	3
ARTM 3210	Arts Marketing	3
ARTM 3310	Arts Fundraising	3

Completion Requirements

1. Grade C- or higher in each Discipline Core Requirement and Discipline Elective Requirement course.
2. GPA 2.5 or higher Discipline Core Requirement and Discipline Elective Requirement courses.

Arts Management Certificate Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Understand the principles and practices of arts management and be able to apply them in a variety of settings.
2. Identify and evaluate potential career paths in arts management.
3. Develop and implement successful plans for starting and running an arts-based business and understand the various business models used by arts organizations.
4. Understand the principles and practices of marketing and public relations for arts organizations and be able to develop and implement effective marketing strategies.
5. Understand the principles and practices of fund development for arts organizations and be able to develop and implement effective fundraising strategies.