

2021-22 ACADEMIC PROGRAMS

ARTS MANAGEMENT (CTARTM)

You have the creative ability. The Arts Management certificate prepares you to build a creative career. Learn the entrepreneurial, management, marketing and social media skills necessary to manage your own artistic career; or to become a valuable asset to an arts-based business or non-profit. Class options allow you to individualize the program in the fine arts or music industries.

This is a **high skill and high wage** program as defined by the [Michigan Community College Network](#).

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Description

This program is designed to provide students desiring a creative lifestyle the entrepreneurial, management and social media skills needed to both create a sustainable plan for their own artistic skills, as well as access to become a management or creative social media asset to various businesses such as profit, non-profit and creative/artistic.

Course Requirements

First Semester

Class	Title	Minimum Credits
HUM 181 or MUS 180	World Cultures Creativity Forum Music Appreciation: Our World	3
Elective ART 285 or MUS 285	HLA course or Specialty Restricted Elective(s)* Self-Management for Working Artists	2-4
BMG 250	Self-Management for Working Artists Principles of Marketing	3
Total		11

Second Semester

Class	Title	Minimum Credits
BMG 155 or BMG 168	Business on the Internet Facilities and Event Management	3
AUD 170 or COM 150 or VID 105	Introduction to Audio Technology Introduction to Radio Production Foundations in Digital Video I	3
MUS 295	Arts Management Capstone	2
Elective	HLA course or Specialty Restricted Elective(s)*	2-4
Total		10

Total Credits Required: 21

Footnotes

*Specialty Restricted Elective(s) may include:

Art: ART 101, 108, 111, 112, 114, 122, 125, 127, 129

Ceramics: ART 121, 128

Music: MUS 105, 133, 140, 147, 154, 204, 205

Dance: DAN 107, 108, 111, 180

Drama: DRA 152, 180, 204, 208, 211

Film: FLM 120, 150, 160, 185

Humanities: ART 130, 131, 143, 150; HUM 101, 102, 103, 145, 146; PHL 205

Languages: ARB, CHN, FRN, GRM, JPN, SPN

Photography: PHO 103, 111, 117, 127

Accurate as of 12/08/2021 Information is subject to change without notice.