

2024-25 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 your specific creative or artistic interest.

Following the [articulation agreement with Eastern Michigan University \(EMU\)](#) allows you to complete the Arts Management certificate and your Michigan Transfer Agreement general education requirements at WCC while planning your transfer to complete your Bachelor of Arts in Arts and Entertainment Management. A degree in Arts Management can lead to a variety of careers in the creative industries and grow your entrepreneurial skills needed to manage your own arts business.

Interested in stacking the Arts Management certificate with another degree in the arts? Contact one of our academic advisors below to learn how you can earn this certificate along with a credential in Fine Arts, Photography, or Graphic Design.

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"Today, creatives are driving innovation in our world. By blending the worlds of artistry, business, and administration, WCC is uniquely positioned to prepare students to become decision-makers and thought leaders at the nexus of content creation and community development."

"Every artist must be creative in how they make a living and be an entrepreneur. Working in the music business is a way to stay in the arts and make a living that can lead to artistic/performance opportunities. This also gives artists knowledge and power when negotiating for opportunities to perform and sell their music.."

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

Do you have another career in mind? [Search for careers](#)

Arts Events

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.

Articulation

Eastern Michigan University, BA degree
(Must earn an AA or AAS with the Arts Management certificate)

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <https://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements>.

Course Requirements

First Semester

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

Second Semester

Class	Title	Minimum Credits
BMG 155 or BMG 168	Business on the Internet	3
AUD 170 or COM 150 or VID 105	Facilities and Event Management	3
ART 295 or MUS 295	Introduction to Audio Technology	3
Elective	Introduction to Radio Production	2-4
Total	Foundations in Digital Video I	11
	Arts Management Capstone	3
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	HLA course or Specialty Restricted Elective(s)*	2-4
		11

Total Credits Required: 22

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, 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 07/12/2024 Information is subject to change without notice.