

# CREATIVE ENTREPRENEURSHIP CERTIFICATE

This certificate provides students with entrepreneurial skills geared specifically for arts and media careers and encourages students to explore course synergies found across the College of Arts and Media, the College of Business, and the Department of Public Administration and Policy.

The certificate is comprised of introductory business courses, area-specific courses, and a culminating practicum or internship. It is designed to supplement the Arts and Media curricula by providing administrative skills needed to be successful across the creative industries. A Certificate in Creative Entrepreneurship will provide applied practical training and will be available to all College of Arts and Media students within their four-year course plan.

## Post-secondary Certificate - Creative Entrepreneurship

### Summary

Code	Title	Hours
Required Courses		9
Internship		3
<b>Total Hours</b>		<b>12</b>

Degree Specific Credits: 12

Required Cumulative GPA: 2.0

### Required Courses

**Note:** Some special topics courses may fulfill this requirement with the consent of the Creative Entrepreneurship Director.

Code	Title	Hours
<b>Complete 6 credits of the following courses:</b>		<b>6</b>
ACTG 201	Principles of Financial Accounting	
BGEN 222	Business Models and Operations	
BMGT 101S	Introduction to Entertainment Management	
BMGT 280	Evolution of the Music Industry: Past, Present, and Future	
BMGT 401	Event Management	
BMGT 402	Principles of Entertainment Management I	
BMGT 474	Entertainment Rsrch & Planning	
NPAD 166Y	Introduction to Public Service	
<b>Complete 3 credits of the following courses:</b>		<b>3</b>
BMGT 275	Venue Management	
BMKT 420	Integrated Online Marketing	
GDSN 149A	Digital Imaging I	
GDSN 231	Graphic Design Applications	
JRNL 300	First Amendment and Media Law	
JRNL 332	Social Media and Audience	

MART 101L	Intro to Media Arts
MART 112A	Introduction to Film Editing
MART 341	Intro to Web Design
NPAD 368	Policy Process and Implementation
NPAD 465	Solving Public Policy Problems with Data
THTR 485	Theatre for Social Justice

**Total Hours** 9

Minimum Required Grade: C-

### Internship

Code	Title	Hours
<b>Complete 3 credits of one of the following courses:</b>		<b>3</b>
ARTZ 395	Art Field Experience	
BMGT 498	Internship	
JRNL 498	Supervised Internship	
MART 398	Internship	
THTR 398	Cooperative Education/Internship	
THTR 498	Cooperative Education/Internship	

**Total Hours** 3

Minimum Required Grade: C-