

# ARTS & ENTREPRENEURSHIP



WEBSITE  
CREATION &  
MANAGEMENT



DIGITAL  
MARKETING



SOCIAL MEDIA  
MANAGEMENT &  
MARKETING



FUNDRAISING &  
CROWDFUNDING



UNIONS,  
CONTRACTS,  
& AGENTS



FINANCIAL  
MANAGEMENT



COPYRIGHT  
LAW



GRANT  
WRITING



ARTS &  
TOURISM



UNDERSTAND  
TAXES

## THRIVE IN YOUR CAREER AS AN ARTIST FOR ALL DISCIPLINES AND MEDIUMS

### WCU Arts and Entrepreneurship - 15 Credit Hours

Arts & Entrepreneurship addresses the principles of managing your arts career through an entrepreneurial lens. This program is designed for arts practitioners seeking to increase their knowledge of entrepreneurial practices.

#### 3 Cr - ART 439, MUS 439, or THEA 439 - Arts & Entrepreneurship

This course explores the theories, knowledge bases, processes, and practices foundational to an entrepreneurial approach to art making and art management. Students explore and shape innovative creative ideas, learn how to develop and mold them into feasible forms, and then build both linear and nonlinear business plans for their creative placemaking projects and enterprises.

#### 3 Cr - FIN 210 - Managing your Money for Financial Success

An introduction to personal financial planning including goal setting, cash management, credit, insurance, housing, educational planning, and financial institutions and markets.

#### 3 Cr - ENT 325 - New Venture Creation

Planning and executing the creation of a successful entrepreneurial venture.

#### 1 Cr (6 Credits required) - ART 450, MUS 450, or THEA 450: Arts & Entrepreneurship Intensive

*Please continue onto the back of this sheet for detailed descriptions regarding Arts & Entrepreneurship Intensive opportunities.*

# 1 Cr (6 Credits required) – ART 450, MUS 450, or THEA 450

## Arts & Entrepreneurship Intensive:

Over the academic year, three to six guest lecturers will be brought to campus to present workshops/master classes on various Arts and Entrepreneurship topics. These master classes/workshops would consist of 15 contact hours, be assigned 1 hour of academic credit, and focus on applied learning. These sessions could be scheduled in a variety of ways, from one weekend to several evenings or over several weeks. Each session could have an on-line preparation component where students study any relevant materials that the guest lecturer deems important to the experience. Each student participates in the complete master class/workshop. Students would be required to complete six of these Arts and Entrepreneurship experiences before graduation to satisfy the course requirements.

Multiple master classes/workshops would be offered each semester to allow for student conflicts with their unit-based creative work and studies.

Possible topics include:

**Entrepreneurship Bootcamp:** An intensive multi-day course designed to hone skills in personal development, business marketing, finance, and public promotion.

**Understanding Taxes for Artists, Designers, and Freelancers:** Learn the fundamentals of what qualifies as a hobby or a business and how to keep business records for tax deductions, and corporate structuring.

**Cash Flow and Budget Planning:** What artists, media makers, freelancers, and startups need to know about financial budgeting, what to plan for, and how to avoid debt and cash flow problems.

**Marketing for Artists:** Introduction to the basics of marketing for artists. Participants will learn how to identify a target audience, build a business value proposition, and use a range of marketing and promotion tools.

**Create a website workshop:** This course is for the artist who wants to represent their work on the web. In this workshop we will be discussing how to group work into collections and display them on a website.

**The Arts & Tourism:** Overview of tourism industry segments with emphasis on artistic career opportunities.

**Grant Writing:** Master class focused on the mechanics of proposal writing, identifying sources of grant funding, doing useful research to support their applications, and tailoring their proposals to specific audience interests.

**Copyright Law Workshop:** Conversations on the newest developments in fair use and copyright law.

**Focus Your Crowdfunding Tactics:** Learn the secrets of what makes one campaign successful and others stall after the initial push and how video production impacts your campaign.

**Dealing with Student Debt:** Real talk about options, how to prioritize your various loans, and help with making an individual plan for debt payoff.

**Internet and Social Media Marketing:** Application of Internet and social media marketing strategies for artists and arts organizations.