THREE CREDIT COURSE: MUS/THEA/ART 439
ARTS & ENTREPRENEURSHIP
Tuesday/Thursday
12:30-1:45PM

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.

Professors: Denise Drury Homewood

THREE CREDIT COURSE: MUS/THEA/ART 450 01 | GOALS AND GETTING THERE
September 12 and 19, 2020 | 9AM-5PM (each day w/lunch break)

Knowing what you want is key to getting it. For a sustainable career in the arts to be possible, separating “opportunities” from “distractions” and “personal life” from “business life”, require a usable system of goals and goal setting that can evolve along with you. This course covers the process and provides the metrics to set and achieve goals for any creative professional.

Instructor: Phil Sanders

THREE CREDIT COURSE: MUS/THEA/ART 450 02 | WEBSITE DESIGN AND BRANDING
November 7 and 8, 2020 | 9AM-5PM (each day w/lunch break)

Create a strong web presence that makes your brand shine and attracts the clients you want. In this course, you’ll learn website design best practices and the platforms available for you to easily create a successful website design without coding knowledge.

Instructor: Caroline Sanney

THREE CREDIT COURSE: ENT 325
NEW VENTURE CREATION
ONLINE TBA

Planning and executing the creation of a successful entrepreneurial venture. Professor: Frank Lockwood

THREE CREDIT COURSE: FIN 210
MANAGING YOUR MONEY FOR FINANCIAL SUCCESS
ONLINE TBA & Three Sections:
Monday/Wednesday/Friday

9:05-9:55AM
10:10-11:00AM
11:15AM-12:05PM

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

Professor: Patrick Payne