ONE CREDIT INTENSIVE COURSES

MUS/THEA/ART 450 01: Copyright for Creatives

Wednesdays Online | Online Synchronous: 8:00pm - 9:00PM
Instructor: Ken Sanney

In this course students will learn the basics of intellectual property for the visual and performing arts, including copyright and trademark, and apply that knowledge to their own practice. This course is taught by Ken Sanney, J.D., who has nearly 20 years of experience in practicing and/or teaching business law. As an instructor Ken's teaching and scholarship has focused on intellectual property, ethics, leadership, entertainment and sports law, and constitutional law (individual liberties). During his legal practice he represented recording artists, music producers, songwriters, record labels, and music publishing companies.

MUS/THEA/ART 450 02: Website Design for the Arts

Online Asynchronous
Instructor: Jill Jacobs

Learn basic web design, search engine optimization, and digital marketing. Using the Wix platform to build their site, all students will have a finished product to use as a tool to market themselves and as an example of their website-building abilities.

THREE CREDIT COURSES

MUS/THEA/ART 439 ARTS & ENTREPRENEURSHIP

Tuesday/Thursday | Online Synchronous: 12:30-1:45PM
Instructor: Denise Drury Homewood

This course explores the theories, knowledge bases, processes, and practices foundational to an entrepreneurial approach to your career in the arts. 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.

Please contact Denise Drury Homewood at ddrury@wcu.edu and Jill Jacobs at jilljacobs@wcu.edu with any questions.
THREE CREDIT COURSES

FIN 210: Managing Your Money for Financial Success

Monday/Wednesday/Friday | 9:05-9:55AM | Along with multiple online courses TBA
Instructor: Patrick Payne

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

ENT 325 | New Venture Creation

Two Online Courses: Date/Time/Format TBA
Instructor: Frank Lockwood

Planning and executing the creation of a successful entrepreneurial venture.

Please check the Fall 2021 course schedule online for up-to-date information on course offerings.

Please contact the School of Business with any questions related to their programs.