

Belcher College of Fine and Performing Arts

## Arts & Entrepreneurship Undergraduate Certificate

FALL 2023 Course Offerings

For questions contact Denise Drury Homewood, Bardo Arts Center  
Executive Director, [ddrury@wcu.edu](mailto:ddrury@wcu.edu), 227-2550



### FPA 450 -02

#### Website Design for the Arts

Guest Lecturer: **Jill Jacobs**

In Person in Room BAC 218

Saturday, November 11, 9am - 5pm

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Sunday, November 12, 9am - 5pm

**Course Description:** 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.

Jill Jacobs is a marketing specialist an entrepreneur who co-founded Spriggly's Beescaping, an educational business that provides opportunities for individuals to learn about native pollinators, conservation, and nature in general while offering educational on creating environments that support beneficial wildlife. Jill has over eight years of experience in the arts and holds a MA in Theatre and Certification in Non-Profit Management

### FPA450-01

#### Crafting Your Story:

Biographies and Artist Statements

Guest Lecturer: **La Ruchala Murphy**

In Person in Room BAC 218

Saturday, October 7, 9am - 5pm

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Sunday, October 8, 9am - 5pm

**Course description:** Learn from an expert on how to craft your unique story into clear and concise biographies and artist statements. Understand how you can use these documents for your personal website and your applications to residencies, competitions, and grants.

La Ruchala Murphy is the Arts Industry Director for the South Carolina Arts Commission. She is an SC native that has showcased her passion for the arts and nonprofits throughout her career in various positions. She previously worked as Director of Leadership and Capacity for the United Way of the Midlands in Columbia, SC and has served as Executive Director of the Oconee Cultural Arts Foundation in Watkinsville, Georgia. La Ruchala received a bachelor's degree in Fine Arts and a master's in Arts Administration from

### Arts & Entrepreneurship FPA439-01

Professor: Denise Drury Homewood

Tuesday/Thursday 12:30-1:45PM

In Person BAC Room 158

This course empowers students across art, design, film, music, dance, and theatre disciplines with an introduction to business, marketing, and organizational skills as applied specifically to and within the arts.