

GRADUATE CERTIFICATE: PERFORMING ARTS MANAGEMENT

Student Learning Outcomes

Students graduating from this program will:

- 1. Students will understand how arts-based businesses create and capture value in society
- 2. Students will be able to lead and manage arts organizations and programs effectively and in innovative ways
- 3. Students will be able to address the long-term needs and interests of arts organizations, the communities they serve, and their stakeholders
- 4. Students will understand key management, marketing, financial, and economic principles necessary in an arts organization

Code	Title	Credits
Required Coursework:		
PUB-ADM 5551	Managing Nonprofit Organizations	3
or MGT 5512	Leading and Managing People, Teams and Organizations	
Choose one of the following:		3
MKT 5504	Marketing Management	
MGT 5519	Conflict Management and Negotiation Strategies	
PUB-ADM 5557	Nonprofit Fundraising and Development	
PUB-ADM 5553	Nonprofit Financial Management	
Internship:		6
CONSVTY 5090	Internship (taken twice)	
Total Credits		12