

Art Business, Certificate

School of Art, Humanities, Social Sciences and Public Service

Program Description

The Art Business Certificate provides practical information to sustain a career in art. Students learn the core principles of business, art law, grant writing, museum careers, contemporary art and other key concepts while examining the trends in art and the art market. Students will gain an understanding of the intricate art world network of galleries, auction houses, dealers, artists, non-profits and more.

Career Opportunities

This certificate will expose students to a wide range of career tracks to initiate a professional path in creative industries and entrepreneurship. In addition to small business options, the certificate will explore careers in museums. These include entry-level positions in visitor service, administrative assistants and fundraising and development. Advanced tracks include positions as curators, archivists, museum educators and technicians.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate knowledge about the structure of the art world and the interplay between the commercial and non-profit sectors.
- Identify employment opportunities in commercial art, museum professions, and other creative industries.
- Demonstrate knowledge about the range of careers within a museum.
- Employ transferable skills such as grant writing, collections management, and a marketing plan to sell an artwork.
- Seek out and develop networking opportunities with regional art world professionals.
- Utilize current research resources for art law and art business.

Sugg. Term	Seq #	Course ID	Course Title	Cr.	Prereq/Coreq(Co)	Options Available
Fall	1	PDV 101	First Year Seminar	1		
	2	BUS 262	Entrepreneurship	3		
	3	ART 180	Creative Business Basics	3		BUS 188
	4	ART 171	Art Law Legal Issues for Creative Professionals	3	ENG 161	
Spring	5	ART 170	Introduction to Grant Writing	3		
	6	ART 172	Museum Careers	3		
	7	Elective	Restricted Elective	3		See List

Minimum Program Credits

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Restricted Electives: ART 156; ART 157; ART 286; BUS 188; BUS 299