

**Microcredential in Arts Management (Art and Design, Theatre and Dance)  
Four Courses (16 Credits)  
Faculty Steward (Art Chair, TAD Chair)**

[IATAD 372 Arts Management: Organizations and Entrepreneurship<sup>2</sup>](#)

[IATAD 374 Arts Management: Marketing, Development, and Communication<sup>2</sup>](#)

[IATAD 375 Arts Management: The Regional Creative Economy<sup>2</sup>](#)

*One of the following courses:*

[ART 497 Graphic Design/Studio Internship](#)

[TAD 494 Arts Management Practicum](#)

**Objectives/Rationale:** Provide students with an experience of interdisciplinary cooperation and address the business side of artistic practice. The microcredential in arts management introduces a broad scope of knowledge and skillsets required for the development of quality leadership in the business aspects of arts organizations. The proposed microcredential is a curricular approach to providing a discipline-specific insight and practical hands-on experience in arts management.

**Outcomes:** Organizational

- Acquire an understanding of organizational structures, practices, and business models for artistic disciplines
- A basic understanding of Boards: development, communications, and roles
- Acquire fundamental principles of marketing, public relations, promotions, and media
- Audience retention and development

Practical Experience

- Specific opportunities for resume-building experience in a variety of arts management positions and current best practices of arts organizations

Appeal to community members interested in honing or adding to specific skills in disciplines associated with an arts organization