

Arts Management Certificate

Arts Management Certificate Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Understand the principles and practices of arts management and be able to apply them in a variety of settings.
2. Identify and evaluate potential career paths in arts management.
3. Develop and implement successful plans for starting and running an arts-based business and understand the various business models used by arts organizations.
4. Understand the principles and practices of marketing and public relations for arts organizations and be able to develop and implement effective marketing strategies.
5. Understand the principles and practices of fund development for arts organizations and be able to develop and implement effective fundraising strategies.