

# Hollins University

Arts Management Certificate

2017-18 Catalog

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Student ID: \_\_\_\_\_

Class Year: \_\_\_\_\_ Catalog Year: \_\_\_\_\_ Horizon? \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Certificate Requirements (18 credits plus 2 internships)

A major or minor within the visual or performing arts \_\_\_\_\_  
(art history, studio art, dance, film, music or theatre)

BUS 100: Introduction to Business 4 \_\_\_\_\_ term completed \_\_\_\_\_

ART/DANC/FILM/MUS/THEA 175: 4 \_\_\_\_\_ term completed \_\_\_\_\_  
Introduction to the Study of Arts Administration

TWO course from the following\*:  
ART/DANC/FILM/MUS/THEA 276: 4 \_\_\_\_\_ term completed \_\_\_\_\_  
Philanthropy and the Arts

BUS 125: Accounting I  
BUS 224: Ethical Leadership 4 \_\_\_\_\_ term completed \_\_\_\_\_

- BUS 228: Marketing
- BUS 252: Organizational Behavior
- BUS 330: Entrepreneurship
- COMM 231: Writing for the Print Media
- COMM 244: Social Marketing and Campaigns
- COMM 322: Public Relations Principles
- COMM 343: Organizational Communication

Final project registered as in independent study in the 2 \_\_\_\_\_ term completed \_\_\_\_\_  
major/minor department

Two internships in the area of arts management, any term \_\_\_\_\_ term completed \_\_\_\_\_  
\_\_\_\_\_ term completed \_\_\_\_\_

\* A special topics, or other relevant course, may be substituted with permission of the student's major/minor advisor.

Signature of Advisor in Major: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Student: \_\_\_\_\_ Date: \_\_\_\_\_

Completion verified by Registrar: \_\_\_\_\_ Date: \_\_\_\_\_