

**M E M O R A N D U M**

**TO:** Matt Hudelson, Executive Secretary  
Faculty Senate

**FROM:** Becky Bitter, Registrar's Office

**FOR:** Academic Affairs Committee

**DATE:** 30 November 2020

**SUBJECT:** Proposal to Establish the Certificate in the Business of Art

At its meeting on November 10<sup>th</sup>, 2020, the Academic Affairs Committee approved a proposal to establish a new certificate, the Business of Art.

The Pullman campus certificate will be offered jointly by the Department of Fine Arts and the Department of Management, Information Systems, and Entrepreneurship. Ownership will be split 50 -50%.

At this time, Faculty Senate review and approval is recommended, to be effective fall 2021.

**MEMORANDUM**

**TO:** Academic Affairs Committee

**FROM:** Blaine Golden, Assistant Registrar

**DATE:** November 23<sup>rd</sup>, 2020

**SUBJECT:** New certificate in Business of Art.

The Department of Fine Arts, in conjunction with the Department of Management, Information Systems, and Entrepreneurship, proposes a new certificate called The Business of Art. The certificate will be available on the Pullman campus (CIP Code 50.1002)

The proposal was approved by the Catalog Subcommittee on October 29, 2020.

The catalog description of requirements is submitted as a separate attachment.

**From:** [noreply@wsu.edu](mailto:noreply@wsu.edu)  
**To:** [curriculum.submit](#)  
**Subject:** 611776 Fine Arts Requirements New : Add Undergraduate Certificate  
**Date:** Thursday, September 24, 2020 5:51:22 PM  
**Attachments:** [2020.09.24.17.43.57.18.FormData.html](#)  
[2020.09.24.17.43.56.79.currentCatalogFile Business of Art Certificate 3 .pdf](#)

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Io Palmer has submitted a request for a major curricular change. His/her email address is: [iopalmer@wsu.edu](mailto:iopalmer@wsu.edu).

**Request (from selection dropdown):** Add Undergraduate Certificate

**Department:** Fine Arts

**New Undergraduate Certificate:** The Business of Art

**CIP Code:** 50.1002

**Requested Effective Date:** Fall 2021

**Campus:** Pullman,

**Dean:** Swindell, Samantha - Assoc Dean - CAS

**Chair:** Meisel, Squeak – Chair – Fine Arts Crossler, Rob – Chair – Management, Information Systems, and Entrepreneurship

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Catalog Subcommittee Approval Date	AAC, PHSC, or GSC Approval Date	Faculty Senate Approval Date

## **The Business of Art Certificate**

Offered jointly by the Center for Entrepreneurial Studies and Fine Arts

### **Rationale**

The Fine Arts (FA) program and the Center for Entrepreneurial Studies (CES) in conjunction with the Management, Information Systems and Entrepreneurship Department propose to fill a clear student need for a certificate in the Business of Art. In this certificate students will learn and explore how to best integrate art and entrepreneurship to further their professional careers as creative innovators, ideators, makers, marketers, and entrepreneurs.

There are a number of current market conditions that support the creation of this certificate. Current market research shows that the online market, sales and distribution of artwork is a continuously growing field globally. This joint certificate will allow students to learn from WSU experts both in the fields of Fine Arts and Entrepreneurship and is designed to create interdisciplinary connections between makers, creative planners, entrepreneurs and marketers. Students in both Fine Arts and Business/CES programs could benefit from working across their individual programs to promote success in their chosen area and develop collaborative skills. Artists will gain the practical skills and applications to navigate the entrepreneurial side of their artistic career, learning how to brand/market themselves in contemporary environments. Business students will acquire the visual literacy and creative edge of artists. This certificate will provide both FA and CES students with recognized qualifications necessary for today's marketplace.

### **Catalog description**

The Business of Art Certificate harnesses the skills and mindset of the entrepreneur to empower students interested in implementation of applied, innovative arts projects and prepares students to access careers that require skills in both business and art.

### **Certificate Requirements**

1. 15 credits (5 courses) as stipulated below:

#### **Required:**

FA 102: 2D Art and Design OR FA 103: 3D Art and Design OR FA 110: Beginning Drawing  
ENTRP 490 [M] Entrepreneurial Marketing

#### **Choose 3:**

ENTRP 489: Entrepreneurial Management  
ENTRP 426: Entrepreneurial Finance OR FIN 223 [QUAN] Personal Finance  
FA 332: Introduction to Digital Media OR FA 340: Ceramics OR FA 350: Sculpture  
FA 363: Special Topics

2. A minimum GPA of 2.0.

### **The Business of Art Certificate**

The Business of Art Certificate is open to all majors. This program harnesses the skills and mindset of the entrepreneur to empower students interested in implementation of applied, innovative arts projects and prepares students to access careers that require skills in both business and art. To complete the certificate students must complete 15 credits consisting of two core courses and three additional electives with a minimum GPA of 2.0. Required core courses include one from FINE ART 102, 103, or 110; and ENTRP 490. Three additional electives should be drawn from ENTRP 426; ENTRP 489 or FIN 223; FINE ART 332, 340, or 350; and FA 363.