

CERTIFICATE IN ARTS & LETTERS ENTREPRENEURSHIP

The Certificate in Arts & Letters Entrepreneurship provides students with the essential business-oriented knowledge and entrepreneurial skillsets needed to be successful creative entrepreneurs. Students will develop skills that will help them create, work within, and contribute to arts and letters organizations including public, private, and self-initiated endeavors. As part of the certificate, students will learn the fundamentals of arts organization management and arts marketing and communication practices.

1. Any concurrent undergraduate degree in the departments of art, communication studies, design, english, history, humanities & religious studies, music, philosophy, theatre & dance, or world languages & literatures.

Code	Title	Units
ALS 160	(new course: Arts Organizational Management and Communication)	3
ALS 161	(new course: Arts and Letters Entrepreneurship and Marketing)	3
ALS 195	Internship in Arts and Letters	3
<i>Select 6 units from the following:</i> ¹		6
ALS 102	Individual, Community, and Citizenship	
ALS 151	The Studio: Explorations in Arts and Letters	
ART 128	Art and the Artist in the Marketplace	
ART 193	Art Gallery Management	
COMS 100A	Survey of Communication Studies	
COMS 100B	Rhetoric and Social Influence ✎	
COMS 116	Intercultural Communication	
COMS 117	Multimedia Communication	
COMS 118	Survey of Public Relations	
COMS 122	Writing for Interactive Media	
COMS 140	Online Collaboration	
COMS 145	Organizational Communication	
DNCE 160	Creative Dance for Children	
DNCE 131	Dance Cultures Of America 🌐	
DNCE 132	African-Caribbean Dance 🌐	
DSGN 101	World Design and Visual Culture	
ENGL 105	Film Theory and Criticism	
ENGL 116B	Children's Literary Classics	
ENGL 120P	Professional Writing ✎	
ENGL 120T	Technical Writing ✎	
ENGL 130A	Intermediate Fiction Writing	
ENGL 130B	Intermediate Poetry Writing	
ENGL 130C	Special Topics in Poetry Writing	
ENGL 130F	Writing For Television	
ENGL 130G	Between Genres: Flash Fiction/Prose Poetry	
ENGL 130J	Writing Feature Film Scripts	
ENGL 130M	Art of Autobiography ✎	
ENTR 187	Entrepreneurship	

FILM 129	Film and Video Production Management
FILM 130	Staging and Lighting Digital Video
HIST 166	Popular Culture
HIST 169	Hollywood and America
HIST 193	Public History
HIST 194	Oral History: Theory and Practice
HRS 137	Global Crossings: Art and Culture 1945 to Present
HRS 154	Food, Farming, and the Sacred
HRS 161	Multicultural America 🌐
HRS 162	American Space and Identity
HRS 169	Hollywood and America
HRS 181	Contemporary Issues in Film
HRS 185	Women in Film and American Culture
INTD 124E	Film/Design
MUSC 118B	American Popular Music: Jazz History
MUSC 118C	History of Rock Music
MUSC 118D	Hip-Hop in Urban America
MUSC 119A	World Music: Asia
MUSC 119B	World Music: Africa
MUSC 119C	World Music: Latin America
MUSC 127	The American Musical Theater ✎
MUSC 129	American Society and Its Music ✎
PHIL 101	Ethics and Social Issues ✎
PHIL 102	Professional and Public Service Ethics
PHIL 103	Business and Computer Ethics
PHOT 102	Photography, a Social History
THEA 107	Directing
THEA 115	Puppetry
THEA 118	Children's Theatre
THEA 123	Lighting and Set Design
THEA 131	Costume Design
THEA 174	Multicultural Perspectives in American Theatre 🌐
THEA 175	Multicultural Perspectives in American Film 🌐

Total Units 15

¹ The certificate is designed to choose two courses (6 units) that overlap with major requirements. Please consult with the Certificate Coordinator for additional advising in course selections.