

Digital Arts Management (DART)

Course Breakdown

CORE COURSES	Credits	Gen Ed
ARMA 100 Introduction to Arts Management	3	
MKTG 301 Principles of Marketing	3	
COMP 322 Grant Writing	4	
MGMT 301 Principles of Management	3	CM
ARTS 420 Graphic Design Practices and Portfolio	4	CT, CM
Core Credits	17	
EXPERIENTIAL LEARNING		
APLE 491 Internship 1	2	
APLE 491 Internship 2	2	
Experiential Learning Credits	4	
COMMUNICATIONS ELECTIVES (CHOOSE 2)		
GISC 101 Geographic Information Systems		NW
COMM 105 Survey of Human Communication		SW
COMP 311 Writing in a Digital Age		
MKTG 425 Digital Marketing		
SOCI 235 Sociology of Mass Comm		
Communications Elective Credits	6	
DIGITAL ARTS ELECTIVES (CHOOSE 3)		
ARTS 319 Graphic Design and Media Arts 1		
ARTS 371 Web UX Foundations		
ARTS 373 Web Strategy and UI Design		
Digital Arts Elective Credits	12	
MINOR COURSES		
Required Minor (select one) Art Studio, Creative Writing, English, Graphic Design & New Media, History, Music Business, Museum Studies, or Visual Arts		
Minor Credits	18 - 20	
TOTAL CREDIT HOUR REQUIREMENT	57 - 59	