

Washtenaw Community College Comprehensive Report

ART 295 Arts Management Capstone Effective Term: Fall 2022

Course Cover

College: Humanities, Social and Behavioral Sciences

Division: Humanities, Language & the Arts

Department: Arts

Discipline: Art (new)

Course Number: 295

Org Number: 11400

Full Course Title: Arts Management Capstone

Transcript Title: Arts Management Capstone

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: New Course

Change Information:

Rationale: This course is the capstone class for the certificate. It is the course in which students must demonstrate a proficiency in working with others, as well as the capacity to analyze effectiveness and plan or revise around the data.

Proposed Start Semester: Fall 2021

Course Description: In this capstone course, students will create, produce, or develop a business initiative for external clients or personal artistic interests. With guidance from the instructor, students will demonstrate promotional and social media techniques in real-life scenarios. Specifically, students will organize, promote, and produce initiatives, events, exhibits, performances, and/or showcases within the community.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

HUM 181

or
Prerequisite
MUS 180
and
Prerequisite
ART 285
or
Prerequisite
MUS 285
and
Prerequisite
BMG 250
and
Prerequisite
BMG 155
or
Prerequisite
BMG 168

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University
College for Creative Studies
Central Michigan University

Student Learning Outcomes

1. Create and execute a media marketing campaign for an external client in the arts discipline of their choice.

Assessment 1

Assessment Tool: Media marketing plan
Assessment Date: Fall 2024
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students
How the assessment will be scored: Departmentally-developed rubric
Standard of success to be used for this assessment: 75% of students will score 75% or better
Who will score and analyze the data: Departmental faculty

2. Create a professional campaign presentation using professional presentation software and techniques.

Assessment 1

Assessment Tool: Presentation

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 75% or better

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Choose a business entity or initiative and negotiate a marketing plan.
2. Conduct an analysis of the business entity's current marketing practices.
3. Create a marketing plan for a specified arts initiative or business.
4. Evaluate the efficacy of the campaign using relevant data.
5. Develop an improvement plan for future marketing efforts.
6. Create a professional campaign presentation using professional presentation software and techniques.

New Resources for Course

Instructors in each arts area will help develop contacts with businesses or initiatives in their art, or create WCC events, initiatives or opportunities for students to simulate client project development.

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

Other: This course may be taught online or face to face. Student meetings with instructor will be periodic to assure fulfillment of the internship and development of the portfolio to program standards.

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Jill Jepsen</i>	<i>Faculty Preparer</i>	<i>Jun 29, 2021</i>
Department Chair/Area Director: <i>Jill Jepsen</i>	<i>Recommend Approval</i>	<i>Jun 29, 2021</i>
Dean: <i>Scott Britten</i>	<i>Recommend Approval</i>	<i>Jul 23, 2021</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Dec 07, 2021</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Dec 17, 2021</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Dec 21, 2021</i>