The course introduces students to how art, business, and economics intersect in a variety of settings, both for-profit (galleries, auction houses, artists' studios) and non-profit (museums, municipalities, universities, and arts organizations). Following an introduction to basic terms and concepts, topics include art markets, philanthropy, and art business models. This course emphasizes real-life scenarios and case-studies to develop critical thinking and problem-solving skills, improve oral and
written communications, and stimulate interest in the economics of art-related fields.

Prerequisites: ART1200, ART1440, ART1450, ART1500, ART1510, ART2350, and ART2360.

**REQUIRED TEXTS:**
--None. Readings provided in pdf form on course Blackboard site.

**OUTCOMES**
At the end of this course students will be able to:
-- Apply basic business vocabulary and concepts
-- Distinguish between the business practices and goals of for-profit and non-profit art and design businesses and organizations
-- Explain types of revenues, direct costs, and operational expenses related to for-profit and non-profit art and design businesses and organization
-- Analyze basic business plans, financial reports, and funding proposals for for-profit and non-profit art and design businesses and organizations
-- Explain the cultural economy and its impact on the broader economy
-- Explain the high-end art collecting and investing market, including auctions and art fairs
-- Discover and experience the ways in which art business practices are applied in real-world institutions.

**ASSESSMENTS:**
*Self-Tests:* These required self-tests allow the student to test his/her knowledge.
*Exams:* Tests on course videos and assigned readings for each unit.
*Practical Assignments:* Written assignments requiring the application of new knowledge.
*Discussion Postings:* Discussion board postings requiring the application of new knowledge.
*Presentations:* Presentations requiring the application of new knowledge.
Field Trips: Field trips requiring students to identify new knowledge in practice.
Lectures: Lectures requiring students to understand new knowledge.

**COURSE STRUCTURE:**
Online class organized into modules requiring reading, viewing videos, quizzes, and written assignments. Progress through the course is at your own pace with select deadlines throughout the seventeen weeks. This allows you to work ahead, but not fall behind.

Although this is an online course, there is one online auction via Heritage Auctions that students will observe and one face-to-face class field trip to ArtsGoggle, a local arts festival in Fort Worth on October 19th that students are required to attend. Other class meetings and trips will be offered as extra credit to those who are interested in getting additional hands on experience. Students should plan to make their own travel arrangements (i.e., car pool) for field trips and class meetings though the instructor will use the discussion board to help students to coordinate travel. Students must contact the instructor to get prior approval to miss the field trip due to work, travel, and course conflicts.

*Note: All self-tests, exams, assignments, and presentations are required.
Even if you miss the deadline, you need to complete the self-test, exam, or*
assignment in order to proceed into the next part of the module or course. However, work submitted after the deadline will not be graded.

*In other words, you need to do everything the course assigns, no matter what.*

For your assistance, the course provides the following aids:

- Transcripts of all videos
- Master list of all terms tests and expected in the course assignments

**COURSE SCHEDULE AND DEADLINES:**

Note: You can work ahead of these deadlines. The course is set up to reveal content as each requirement is fulfilled. *Late work (self-tests, exams, written assignments) is not graded, but required in order to proceed through the course.*

**Course Deadlines Summary and Checklist**
<table>
<thead>
<tr>
<th>Deadline</th>
<th>Work Due</th>
<th>Completed</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>1. Intro Module Assignment</td>
<td></td>
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<tr>
<td>Due September 3 by 11:59 pm</td>
<td>2. Intro Module Quiz</td>
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<td>3. Intro Module Discussion</td>
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<td>4. Intro Module Canvas Inbox message Instructor</td>
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<tr>
<td>Week 2</td>
<td>1. Module 1—3 self-tests</td>
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<tr>
<td>Due September 10 by 11:59 pm</td>
<td>2. Module 1—1 Module Exam</td>
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<tr>
<td>Week 3</td>
<td>1. Week 3: Discussion Posting and Responses: How to Make it In the Art World I</td>
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<tr>
<td>Due September 17 by 11:59 pm</td>
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<tr>
<td>Week 4</td>
<td>1. Module 2—3 self-tests</td>
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<tr>
<td>Due September 24 by 11:59 pm</td>
<td>2. Module 2—1 Module Exam</td>
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<td></td>
<td>3. Module 2a—1 self-test</td>
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<td>4. Module 2a—1 Assignment 1</td>
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<tr>
<td>Week 5</td>
<td>1. Week 5: Discussion Posting and Responses: How to Make it in the Art World II</td>
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<tr>
<td>Week 6</td>
<td>1. Module 3—1 Assignment</td>
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<tr>
<td>Week 7</td>
<td>1. Week 7: Discussion Posting and Responses: How to Make it in the Art World III</td>
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<tr>
<td>Week 8</td>
<td>1. Module 4—4 self-tests                                                       2. Module 4—1 Module Exam</td>
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<td><strong>3. Field Trip: October 19, 2019, ArtsGoggle, Fort Worth, Texas, 12-10 p.m.</strong></td>
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<tr>
<td>Week 9</td>
<td>1. Module 5—1 self test                                                           2. Module 5—1 Business Plan Assignment</td>
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<tr>
<td>Week 10</td>
<td>1. Week 11: Discussion Posting and Responses:</td>
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<tr>
<td>Week 11</td>
<td>1. Module 6—4 self-tests</td>
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<tr>
<td>Week 13</td>
<td>1. Module 8—1 self-test                                                          2. Module 6–8 Module Exam</td>
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<tr>
<td></td>
<td>3. Week 14: Discussion Posting and Responses: Art Institutions &amp; Revenue Building</td>
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</tbody>
</table>
### Full Description of Course Requirements, Points, and Deadlines

| Week 14 | 1. Week 14: Discussion Posting and Responses: How to Make it in the Art World IV  
2. Module 8–1 Grant Proposal Assignment |
|---------|----------------------------------------------------------------------------------|
| Week 15 | 1. For-Profit/Non-Profit Business Video Pitch  
1-minute Presentation |

**Week 14**  
Due December 3  
by 11:59 pm

**Week 15**  
Due December 10  
by 11:59 pm
<table>
<thead>
<tr>
<th>Module</th>
<th>Requirements</th>
<th>Points Available</th>
<th>Deadline</th>
</tr>
</thead>
</table>
| Week 1 Introduction    | Assignment, Quiz, Introduce Yourself Discussion, Posting, Canvas Inbox Message to instructor, **Heritage Auctions, Wednesday Prints & Multiples Weekly Online, August 28, 2018 (Online)** | 1. Assignment = 10 pts  
2. Quiz = 10 pts  
3. Introduce Yourself Discussion Posting = 10 pts  
4. Canvas Inbox tool Message to instructor = 10 pts  
5. Heritage Auctions Discussion Board = 20 points | 9/3  
If you miss the deadline, you must still submit the quiz in order to proceed in the course. The quiz will not be graded if submitted after the deadline. |
| Week 2 Module 1: Terms and Concepts | 1. 3 self-tests  
2. 1 Module Exam  
3. *Extra Credit: Fall Gallery Night 2019, September 7th | 1. Module Exam = 40 pts | 9/10  
If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline. |
| Week 3 Discussion    | 1. Discussion Posting  
2. 2 Responses | 1. Posting and responses = 20 pts | 9/17 |
| Week 4 | Module 2: The Creative Economy | 1. 3 self-tests  
   2. 1 Module Exam | 1. Module Exam = 25 pts | 9/24  
   If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline. |
| --- | --- | --- | --- | --- |
| Week 5 | Discussion | 1. Discussion Posting  
   2. 2 Responses | 1. Posting and responses = 20 pts | 10/1 |
| Week 6 | Module 3: Getting a Job in the Creative Economy | 1. 2 Assignments | 1. Assignment 1 = 50 pts  
   2. Assignment 2 = 50 pts | 10/8  
   If you miss the deadline, you must still submit the assignment in order to proceed in the course. The assignments will not be graded if submitted after the deadline. |
| Week 7 | Discussion | 1. Discussion Posting  
   2. 2 Responses | 1. Posting and responses = 20 pts | 10/15 |
| Week 8                                      | Module 4: For-Profit Art and Design Business | Module Exam = 40 pts  
3. Required Class Field Trip: October 19, 2019, 12pm-10 pm, ArtsGoggle, Fort Worth, Texas | 10/22  
If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline. |
|--------------------------------------------|-----------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------|
| Week 9                                      | Module 5: Business Plans                      | 1. Assignment = 100 pts  
1. Module Exam = 50 pts  
2. Photo/Video Documentation=20 points  
3. Discussion=20 points | 10/29  
If you miss the deadline, you must still submit the assignment in order to proceed in the course. The assignment will not be graded if submitted after the deadline. |
| Week 10                                     | Discussion                                     | 1. Discussion Posting  
2. 2 Responses  
1. Attendance= 20 points  
2. Posting = 20 pts | 11/5 |
| Week 11                                     | Module 6: Art Market                           | 1. 4 self-tests  
2. 1 Module Exam | 11/12 |
<table>
<thead>
<tr>
<th>Week 12</th>
<th>Module 7: Non-Profit Art Organizations</th>
<th>1. 4 self-tests</th>
<th>11/19</th>
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<td>If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline.</td>
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<tr>
<th>Week 13</th>
<th>Module 8: RFPs and Grants</th>
<th>1. 1 self-test</th>
<th>11/26</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>1. Assignment</td>
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<td>2. Discussion</td>
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<td>3. 2 Responses</td>
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<tr>
<th>Week 14</th>
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<th>1. Interview</th>
<th>12/3</th>
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<td>2. 2 Responses</td>
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<td>1. Module Exam = 100 pts</td>
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<td>2. Posting= 30 pts</td>
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<tr>
<th>Week 15</th>
<th>For-Profit/Non-Profit Business Pitch</th>
<th>1. Presentation Assignment</th>
<th>12/10</th>
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<tbody>
<tr>
<td></td>
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<td>1. Assignment=50 pts</td>
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**GRADING**

Points in this class are cumulative. Therefore, grades are calculated based on the following scale.
A= 703-785
B= 624-703
C= 545-623
D= 466-544
F= Below 464

ATTENDANCE POLICY:
As an online class, attendance is not taken. However, course deadlines must be met.

LATE WORK POLICY:
Late work is not graded under any circumstances. Work WELL AHEAD OF EVERY DEADLINE to avoid problems.

ACCEPTABLE STUDENT BEHAVIOR: Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

ACADEMIC INTEGRITY STANDARDS AND CONSEQUENCES: According to UNT Policy 18.1.16, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions.
ranging from admonition to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation].

**ADA ACCOMMODATION STATEMENT:** UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

This class presents much of its content via videos streamed from Panopto. These videos were created for this class and have transcripts attached to the video. All students are encouraged to use the transcripts to follow along with the videos.

For accessibility features of the platforms and programs used in this class, please consult the following sites:

Blackboard:
[https://help.blackboard.com/enus/Learn/9.1_SP_12_and_SP_13/Instructor/022_Accessibility](https://help.blackboard.com/enus/Learn/9.1_SP_12_and_SP_13/Instructor/022_Accessibility)

Adobe Reader:

Panopto:
[http://support.panopto.com/documentation/viewing/accessibility-features](http://support.panopto.com/documentation/viewing/accessibility-features)

**ACCESS TO INFORMATION—EAGLE CONNECT:** Students’ access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be
delivered to a student’s Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: eagleconnect.unt.edu/

**EMERGENCY NOTIFICATION & PROCEDURES:** UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**
UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

**COURSE RISK FACTOR:**
According to University Policy, this course is classified as a category 1 course. Students enrolled in this course will not be exposed to any significant hazards and are not likely to suffer any bodily injury. Students in this class will be informed of any potential health hazards or potential bodily injury connected with the use of
any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

**CENTER FOR STUDENT RIGHTS AND RESPONSIBILITIES:**
Students in this course are subject to the University of North Texas code of student rights and responsibilities available at [www.unt.edu/csrr](http://www.unt.edu/csrr).

**ACADEMIC DISHONESTY AKA PLAGIARISM:**
As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. All students in this class are subject to the university’s policy on academic dishonesty available at [http://facultysuccess.unt.edu/academic-integrity](http://facultysuccess.unt.edu/academic-integrity) and [http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf).

**PLEASE NOTE:**
The instructor reserves the right to change this syllabus as needed.