The course introduces students to how art, business, and economics intersect in a variety setting, 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.

While a face to face course, portions of course content such as videos/lectures/presentations, readings, self-tests, quizzes and exams will exist online. The face-to-face aspects of the course include, active-learning assignments, discussion, fieldwork and out of class trips, and presentations by guest speakers. Students will also engage in a course-wide service-learning project as a vehicle to introduce students to the theory and practice of the arts as an agent for creative economy and community-cultural development. This will require students to undertake fieldwork assignments and research through direct contact and collaboration with at least one community-based arts organization with explicit goals of arts entrepreneurship and community-cultural development.

Readings and class discussions on the role of the arts in community and cultural development, methods of community research, creating arts and cultural policy will support the face-to-face and fieldwork. Students will complete a photo-voice journal where they will document their experience through photographs and create personal written narratives reflecting their fieldwork experience.

REQUIRED TEXTS:
--None. Readings provided in pdf form on Canvas

OUTCOMES

By the end of the course, students will be able to:

- employ local resources, networks, and connections available for artists and creative entrepreneurs, working in partnership with existing artists and local nonprofit organizations to see their contributions to the local community and economy in practice.

- identify and apply key terms, concepts, frameworks and practical tools used by creative for-profit businesses and non-profit organizations to succeed in creative entrepreneurship.
- compose well-written business plans, grant proposals, strategic plans, and cover letters and resumes that critically assess potential challenges and existing markets, and applying plans within real world situations.

- design strategic operational and marketing plans that can be used as a tool to organize, track, and evaluate the progress of an arts business and/or organization.

- create, partner, and network with other major organizations, artists, designers, and creative entrepreneurs in North Texas with the development and promotion of arts products and services.

- assess the role that arts entrepreneurship plays within community development and the enhancement of the creative economy, critically evaluating organizations and programs, and providing suggestions for the future development and growth.

- host a lunch + learn workshop that provide legal education for local artists and creative businesses.

- write a Wiki guide educating artists and creative businesses on tools, resources, and information relevant for successful creative businesses.

**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.
- *Photo-voice Journal*: Documentation and reflection on Service Learning Assignments.
- *Discussion Postings*: Discussion board postings requiring the application of new knowledge.
- *Presentations*: Presentations requiring the application of new knowledge.
- *Service-Learning*: Fieldwork, service-learning and community projects requiring students to identify new knowledge in practice.
- *Lectures*: Lectures requiring students to understand new knowledge.

**COURSE STRUCTURE:**
Face to face class with online learning modules requiring reading, viewing videos, quizzes, and written assignments. Face-to-face sessions focus more on active learning, discussion and developing marketable skills. Online assignment modules allow students can progress through readings, and assignments at your own pace with select deadlines throughout the seventeen weeks. This allows you to work ahead, but not fall behind.

In addition to the face-to-face and online assignments students will participate in class service-learning projects. The instructor will inform students about the project dates/schedule by the end of Week 3. Students must contact the instructor to get prior approval to miss face-to-face meetings/field trips 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>Module</th>
<th>Requirements</th>
<th>Points Available</th>
<th>Deadline</th>
</tr>
</thead>
</table>
| Introduction                            | 1. Assignment  
2. Quiz                                                                 | 1. Assignment = 10 pts  
2. Quiz = 10 pts                  | 1/24  
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: 1. Module 1:  
Terms and Concepts                          | 1. 3 self-tests  
2. 1 Module Exam  
3. Starting a Business Assignment  
5. UNT on the Square Class Visit      | 1. Module Exam = 40 pts  
2. In-Class Exercise=10 points  
3. Off Campus Visit=10 points             | 1/24  
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 3:  Module 2:  
The Creative Economy                          | 1. 3 self-tests  
2. 1 Module Exam  
3. UNT on the Square Discussion Posting and 2 Responses | 1. Module Exam = 25 pts  
2. Posting and responses = 20 pts | 1/31  
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 4: Art & Design Work: Putting a                                                   | 3. In Class Exercise  
2. In-Class Exercise= 50 points        | 2/7                          |
| Week 5  | Module 3: Getting a Job in the Creative Economy | 1. 2 Assignments  
       2. Career Services  
       3. Career Connect | 1. Cover Letter = 50 pts  
                      2. Resume = 50 pts | 2/14  
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 6 | UNT Design Works  
       UNT Ad Club | 1. Posting and responses = 20 pts | | 2/21 |
| Week 8 | Module 4: For-Profit Art and Design Business  
       Module 3: Non-Profit Art Organizations | 1. 3 self-tests  
       2. 1 Module Exam  
       3. Class Visit: Scrap Creative Reuse | 1. Module Exam = 40 pts  
                      2. Off Campus Visit = 10 points | 2/28  
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 (For Profit) + An Introduction to Entrepreneurship | 1. 1 self-test  
       2. 1 Business Plan Assignment (For Profit) | 1. Assignment = 100 pts | 3/6  
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. |
| Spring Break | No Classes | - | - | |
| Week 10 | Non-Profit Business Plan + Social/Cultural Entrepreneurship | 1 | 1. Discussion board and response posting = 20 pts  
                      2. Posting = 50 pts | 3/20 |
| Week 11: Strategic Plan | 1. Discussion Posting  
       2. Responses  
       3. Strategic Plan Assignment  
       4. Service-Learning Project | 1. Posting and responses = 20 pts  
                      2. Strategic Plan Assignment = 50 pts  
                      3. Service Learning = 100 pts | | 3/27 |
| Week 12 | Module 6: Art Market | 1. 4 self-tests  
       2. 1 Module Exam | 1. Module Exam = 50 pts | 4/3  
If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The |
<table>
<thead>
<tr>
<th>Week 12: Marketing</th>
<th>1. Photo-voice Presentation: Case Study + Marketing Plan</th>
<th>1. Presentation=50 points</th>
<th>4/10 exam will not be graded if submitted after the deadline.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 13 Marketing</td>
<td>1. Photo-voice Presentation:</td>
<td></td>
<td>4/17 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>
</tr>
<tr>
<td>Dallas Arts Fair</td>
<td>1. Discussion</td>
<td>1. Dallas Art Fair Discussion Board Posting and responses= 20 pts</td>
<td>4/24</td>
</tr>
<tr>
<td>April 16-29, 2020</td>
<td>2. 2 Responses</td>
<td></td>
<td></td>
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<td></td>
<td>3. Guest Speaker: Thomas Maddrey</td>
<td></td>
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<tr>
<td>Week 14 Law, Ethics, Copyright, Trademarks</td>
<td>1. Discussion 2. 2 Responses 3. Guest Speaker: Thomas Maddrey</td>
<td>1. Dallas Art Fair Discussion Board Posting and responses= 20 pts</td>
<td>4/24</td>
</tr>
<tr>
<td>Week 15 Module 8: RFPs and Grants</td>
<td>1. 1 self-test 1. Grant Proposal</td>
<td>1. Grant Proposal Assignment = 100 pts</td>
<td>5/3 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.</td>
</tr>
<tr>
<td>Week 16 For-Profit/Non-Profit Business Pitch</td>
<td>1. 1 Presentation Assignment 2. Creative Entrepreneurship RoundTable</td>
<td>1. Assignment=50 pts 2. RoundTable Assignment=50 pts</td>
<td>5/7 The assignment will not be graded if submitted after the deadline.</td>
</tr>
</tbody>
</table>

**GRADING**
Points in this class are cumulative. Therefore, grades are calculated based on the following scale.

A= 849-1005  
B= 749-848  
C= 648-749  
D= 548-647  
F= Below 547  

**ATTENDANCE POLICY:**
A class attendance sheet will be passed around before the end of every class session. Students are only allowed a maximum of two unexcused absences, before it starts negatively impacting your grade. Students will be deducted 10 grade points for each additional unexcused class session. Excused absences, such as a result of medical emergencies must be documented and approved by the Dean of Students office and then submitted in writing to the instructor no more than 48 hours after the absence.
LATE WORK POLICY:
Late work is not graded under any circumstances. For Canvas Modules, students are encouraged to work ahead of the deadline.

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: /unt.instructure.com Adobe Reader:
http://www.adobe.com/accessibility.html
Panopto:
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.

ACADEMIC DISHONETY 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 and 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.