



tools for tomorrow today

2018

6 Easy Ways to Register

**ONLINE**

ce.unm.edu

**EMAIL**

ceregistration@unm.edu

**PHONE**

505-277-0077 Option 1
M-F, 8:00am-5:00pm
Most credit cards accepted.

**MAIL**

UNM Continuing Education
Attn: Registration
MSC07 4030
1 University of New Mexico
Albuquerque, NM 87131-0001

**FAX**

505-277-1990
Fax/Mail instructions:
see website.

**IN PERSON**

M-F, 8:00am-5:00pm
UNM Continuing Education
1634 University Blvd. NE
South Building, Room 101
(just north of Indian School)

Business and Marketing

Prepare for employment, learn how to start your own business or market yourself with our Business and Marketing for Visual Arts certificate. Learn how to create portfolios to impress potential employers or promote your fine art or commercial art business. This certificate will help you make sense of digital promotion and effectively market yourself and your business.

This program is designed to prepare students for an internship, entry-level employment or business.

Business and Marketing for Visual Arts Certificate

6 courses required to earn this certificate

Prerequisite	Hours	Cost
___ Basic computer experience		
OR		
___ 51101 Windows: Beginning	9 hrs	\$249
___ 54101 Mac OS X: Beginning	9 hrs	\$249
Required Courses (6)	Hours	Cost
___ 55604 Writing and Editing for Print and Web	7 hrs	\$195
___ 55625 Legal Issues in Visual Arts	7 hrs	\$195
Choose four:		
___ 55615 Web Analytics with Google	5 hrs	\$125
___ 55620 Search Engine Optimization	5 hrs	\$125
___ 55622 Self Promotion for Artists	5 hrs	\$125
___ 55624 Starting an Art Business	5 hrs	\$125
___ 55627 Portfolios for Photographers and Designers	5 hrs	\$125
___ 55631 Marketing with Social Media I	7 hrs	\$195
___ 55632 Marketing with Social Media II	7 hrs	\$195
___ 55634 Marketing with Social Media - Online	7 hrs	\$195
___ 55641 Email Newsletters: 21st Century Internet Marketing	5 hrs	\$125
___ 55643 Creating Compelling Online Promotional Videos	5 hrs	\$125
___ 58013 Web Design: Create an Online Gallery	6 hrs	\$149
Total	34-41 hrs	\$890-1,124

FOR MORE INFORMATION:

Contact Marth Becktell, Program Supervisor at digitalarts@unm.edu or 505-277-6037.

For course descriptions and more detailed course information please visit our website at ce.unm.edu



CONTINUING EDUCATION

ce.unm.edu