

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

___ Basic computer experience

OR

___ 51101 Windows: Beginning

___ 54101 Mac OS X: Beginning

Required Courses (6)

___ 55604 Writing and Editing for Print and Web

___ 55625 Legal Issues in Visual Arts

choose five:

___ 55615 Web Analytics with Google

___ 55620 Search Engine Optimization

___ 55622 Self Promotion for Artists

___ 55624 Starting an Art Business

___ 55627 Portfolios for Photographers and Designers

___ 55631 Marketing with Social Media I

___ 55632 Marketing with Social Media II

___ 55634 Marketing with Social Media - Online

___ 55641 Email Newsletters: 21st Century Internet Marketing

___ 55643 Creating Compelling Online Promotional Videos

___ 58013 Web Design: Create an Online Gallery

Hours

Cost

9 hrs

\$249

9 hrs

\$249

Hours

Cost

7 hrs

\$195

7 hrs

\$195

5 hrs

\$125

5 hrs

\$125

5 hrs

\$125

5 hrs

\$125

5 hrs

\$125

7 hrs

\$195

7 hrs

\$195

7 hrs

\$195

5 hrs

\$125

5 hrs

\$125

6 hrs

\$149

Total

32-39 hrs

\$820-1,054

For More Information:

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