

ARTS AND SOCIAL ENTREPRENEURSHIP, UNDERGRADUATE CERTIFICATE

Use your skills as an artist to find sustainable solutions to our biggest social challenges - in education, the environment, or community health – among others. Understand the latest in business-based, non-profit structures; the latest in audience and community engagement; and the latest in community teaching methods. Become part of a generation of artists who are leaders in their communities as they strive to make meaningful social change.

Artists in all fields can be catalysts for community change and invaluable team members for community-based organizations or partnerships of organizations in collective action. This certificate prepares students with arts training in all disciplines (film, creative writing, visual art, theatre, music and dance) for careers in community and civic leadership at non-profits or governmental agencies.

Students will learn:

- the importance of communication and empathy across differences in culture, age, and ability;
- visual, oral and written storytelling to inspire social change;
- asset-based community development;
- partnership building;
- theories of change and leadership;
- sustainable, non-profit business models; and
- the unique role of artists in community development.

Requirements

Code	Title	Credits
Foundation Courses		
ART 150 or FILM 150 or THEATRE 150	Multicultural America	9
ED POL 111 or ED POL 612	Introduction to Community Change and Engagement	
THEATRE 320	Community Participation and Power	
	Arts and Social Entrepreneurship	
Capstone		
		3
Electives		
		6
ART ED 227	Introduction to Art Education	
ART 306	Introduction to Community Art	
BUS ADM 292	Introduction to Entrepreneurship and Small Business Formation	
BUS ADM 360	Principles of Marketing	
BUS ADM 393	Business Ethics & Social Responsibility	
BUS ADM 447	Entrepreneurship	
BUS ADM 492	Business Modeling of New Ventures	
DANCE 420	Creating Dance in the Community	
ED POL 609	Community Partnerships	

ENGLISH 233	Introduction to Creative Writing
ENGLISH 234	Writing Fiction: Structure and Technique
ENGLISH 235	Writing Poetry: Forms, Styles, Voices
ENGLISH 236	Introductory Topics in Creative Writing:
FILM 301	Conversations with Filmmakers and Critics
FILM 319	Film Genres: (Radical Film)
FILM 380	Media Arts Module: (Documentary Project)
FILM 420	Intermediate Media Arts Module: (Documentary Project)
FILM 460	Advanced Media Arts Module: (Ethnographic Film)
MUSIC 310	Introduction to World Musics
PH 101	Introduction to Public Health
PH 303	Climate Change, the Environment and Human Health
THEATRE 120	Performance and Popular Culture
THEATRE 204	Theatre and Social Change
THEATRE 260	Storytelling:
THEATRE 360	Theatre Practices:
THEATRE 448	How to be a Teaching Artist
URBPLAN 140	Issues in Contemporary Urban Planning
URBPLAN 141	Urban Planning Solutions to Contemporary Urban Problems
URBPLAN 315	Great Cities of the World: Their Growth and Guided Urbanization
URBPLAN 316	Planning for the Great Cities of America
URBPLAN 350	Social Justice, Urban Planning and the New Multicultural America

Total Credits 18

Location: Theatre 120

Hours: 9AM-4PM Monday through Thursday, 9AM-2PM Fridays
(closed on university holidays)

Contact: (414) 229-4763

Academic advising is an important aspect of long-term academic success. At the Peck School of the Arts, we offer professional academic advising in the following undergraduate disciplines: art, dance, film, music, and theatre.

Advisors provide students with individualized advising to assist them in areas such as: degree requirements, major options, course selection, campus resources, college success strategies, graduation assessment, academic policies and procedures, etc.

For more information on Peck School of the Arts advising, please visit <http://uwm.edu/arts/advising/>.