MODEL ROUTE

School:	SCMAD (School of Communication Media, Arts and Design)	Program Number:	6431

Program Title:	**Arts Management**	Credential:	☐ Certificate ☑ Graduate Certificate ☐ Degree ☐ Diploma ☐ Advanced Diploma

Program Delivery Mode:	☐ Co-Op ☐ Online ☐ Fast Track ☐ Hybrid ☑ Non Co-op	Duration :	☑ 2 Semesters ☐ 3 Semesters ☐ 4 Semesters ☐ 6 Semesters ☐ 8 Semesters

Campus:	**SAC**

Intake:	**Fall**

Course Code	Course Title	Co/Pre Requisite (Course Code)	Lab Hours	Lecture Hours	Field Placement Hours	Course Delivery ODL=Online BLD=Blended HYB = Hybrid	Total Course Hrs (Lab + Lecture + Field)	Weeks (14)	Total Hours
Semester 1					**Fall 2024**				
ARTM-700	The Creation, Production and Dissemination of Art			3			3	14	42
ARTM-703	Financial Management in the Arts			3		HYB	3	7	21
ARTM-704	Careers in Arts Management			3			3	14	42
ARTM-705	Project Planning and Management			3			3	14	42
ARTM-706	Innovative Technologies in the Arts			3		HYB	3	14	42
ARTM-709	Arts Marketing and Fundraising			6			6	14	84
ARTM-720	Mentorship			2	8		10	7	70
ARTM-726	Arts Policy, Equity, and Activism			2			2	14	28
							Total		371
Semester 2					**Winter 2025**				
ARTM-707	Community Engagement & Arts Education			3			3	7	21
ARTM-721	Marketing Communications and PR	ARTM 709		2			2	7	14
ARTM-722	Grant Writing and Government Relations	ARTM 709		2			2	7	14
ARTM-723	Ethics, Law and Human Resources	ARTM 726		2			2	7	14
ARTM-724	Professional Practices	ARTM 704		2			2	7	14
ARTM-725	Event Management	ARTM 705		3			3	7	21
ARTM-730	Field Placement	ARTM 709; ARTM 704; ARTM 726; ARTM 720			28		28	7	196
ARTM-799	Storyworks			4			4	7	28
							Total		322
Minimum Grade Required: (C)									
							Total Program Hours:		**693**

C = Co-Requisite; P = Pre-Requisite

Notes:

◈This course may be offered in one of the following modalities (Online, Hybrid or Blended)

Signature: _____   March 22/2024
School Dean/Chair   Revised Date