

Professional Certificate in Entrepreneurship for the Gig Economy (52.0701)

This continuing education certificate teaches skills and competencies in self-management and entrepreneurship, social media strategy, and creative writing to springboard individuals into self-sustaining careers. Students will learn the core principles and strategies of self-promotion, financial management, career planning, literary and stylistic approaches in different genres, and social and digital brand building best practices. Taught by industry experts, students learn through hands-on application of real-world examples and concepts. Completing the program empowers learners to take advantage of their creative ideas and pursue employment opportunities in the rapidly growing, project based gig economy.

Upon completion of this certification, students should be able to:

- identify the areas in which to have expertise or assistance in managing a successful career as an artist;
- write a mission statement, file for legal status, develop a comprehensive career plan, and create a budget;
- differentiate between options within the matrix of activities, promotional vehicles (internet as well as other media), and revenue streams available to professionals in the industries surrounding artists;
- manage artistic, human, and financial resources and basics of audience/fan development;
- demonstrate social media and digital strategy best practices in business, media, and nonprofits;
- assess brand building ideas, audience engagement approaches, and emerging trends;
- evaluate professionalism issues, crisis communication management, and ethical issues surrounding social media and other digital platforms;
- analyze the impact of marketing campaigns on digital media platforms;
- identify essential components of creative writing across the genres of fiction, creative nonfiction, and poetry, including: ideas and inspiration, scene, structure, conflict, character, voice, point-of-view, setting, tone, metaphor, imagery, dialogue, and language;
- analyze stylistic choices and literary elements in poetry, fiction and nonfiction, as well as in hybrid and experimental texts; and
- write in traditional, experimental, prescribed, and open formats to produce and polish a collection of writing samples representative of the genres studied, producing a short story, a personal essay, or three thematically connected poems.

Required Courses:

BUSE 1200 Self-Management and Entrepreneurship
COMM 1150 Introduction to Social Media and Digital Strategies
CRWR 1100 Introduction to Creative Writing