Course Inventory Change Request

**New Course Proposal**

Date Submitted: 09/09/14 9:36 am

**Viewing:** ART 3800: Business of Art

Last edit: 09/16/14 9:27 am

Changes proposed by: jmaxfield

<table>
<thead>
<tr>
<th>Course Prefix:</th>
<th>ART</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Number:</td>
<td>3800</td>
</tr>
<tr>
<td>Effective Semester:</td>
<td>Fall 2016</td>
</tr>
<tr>
<td>Department:</td>
<td>Fine Arts (FA)</td>
</tr>
<tr>
<td>School:</td>
<td>School of Visual &amp; Performing Arts</td>
</tr>
<tr>
<td>Course Title:</td>
<td>Business of Art</td>
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</tbody>
</table>

Short Course Title: Business of Art

| Credits: | 3 |
| Workload Factors: | 3 |
| Primary Grade Type: | Standard Letter |
| Secondary Grade Type: | |
| Instructor Permission Required: | No |

In Workflow

1. VP Dean
   - 09/11/14 2:51 pm
     - Jeff Jarvis (jarvis): Approved for VP Dean

2. University Curriculum Committee Chair
   - 09/12/14 1:27 pm
     - Sharon Lee (lee_s): Rollback to VP Dean for University Curriculum Committee Chair

3. Banner
   - 09/16/14 9:27 am
     - Jeff Jarvis (jarvis): Approved for VP Dean

Approval Path

-New Course Proposal
  Date Submitted: 09/09/14 9:36 am
  Viewing: ART 3800: Business of Art
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Course Prefix: ART
Course Number: 3800
Effective Semester: Fall 2016
Department: Fine Arts (FA)
School: School of Visual & Performing Arts
Course Title: Business of Art
Short Course Title: Business of Art
Credits: 3
Workload Factors: 3
Primary Grade Type: Standard Letter
Secondary Grade Type: 
Instructor Permission Required: No

https://newcatalog.dixie.edu/courseleaf/approve/?role=admin
Repeateable for Credit: No

Schedule Type/Hours:
(select up to 3)

<table>
<thead>
<tr>
<th>Schedule Type</th>
<th>Hrs/Wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEC</td>
<td>3</td>
</tr>
</tbody>
</table>

Catalog Prerequisites? Yes

Catalog Prerequisites:
Engl 1010

Grade Required on Prerequisite(s): C-

Corequisites? No

Course/Lab Fee? Yes

Course/Lab Fee Amount: 60
Fee Deposit Index Code: FPA320

Fee Justification:
Needed to pay for guest lecturers talking to the class about the business of art

Instruction Index Code: FPA212

GE Status Requested: No

Catalog Description
Learn the essential elements to the business of art through copyrights, business set up, inventory, marketing, grant writing, and other needed information. Guest speakers will present their approach to the business side of art. Course fee required.

Course Rotation:
Fall (even)

Justification for course/change:
Prepare students for a career in art prior to graduation
Library Resources Adequate: Yes
Tech Resources Adequate: Yes

Comparable Courses:
(use USHE course first)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Prefix/Number</th>
<th>Credit(s)</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BYU</td>
<td>VAILL 488</td>
<td>3</td>
<td>Professional Practices for Illustrator</td>
</tr>
</tbody>
</table>

Course Learning Outcomes:
- Know how to run a business in art.
- Map out a plan for marketing an art business.
- Start an inventory system and update it.
- Learn about taxes and how to prepare for yearly review.
- Understand copyright law and its application to business.

How do your Course Learning Outcomes align to your Program Learning Outcomes?
- Teach students how to start a business in art and keep it going.
- Understand basic business concepts
- Develop a marketing strategy to implement
- Create an inventory system
- Gain a general understanding of taxes
- Know copyright law

Schedule of lesson activities that meet Course Learning Outcomes
- Week 1: Business of art and its importance
- Week 2: Copyright law
- Week 3: Inventory processes and software
- Week 4: Marketing strategies internet
- Week 5: Marketing strategies 2 galleries and museums
- Week 6: Marketing strategies 3 networking
- Week 7: Marketing strategies 4 self-promotion.
- Week 8: Dealing with commissions/pricing
- Week 9: Good business practices
Week 10: setting up a business and its divisions
Week 11: business mapping
Week 12: setting up a safety net/finances
Week 13: taxes
Week 14: tax write-offs
Week 15: guest speakers on business
Week 16: Summary and implementation

Assessment
activities that
provide evidence of
student learning

Test student’s knowledge in tax, starting a business, copyright, and marketing.
Students will go through the steps of starting a legal business and marketing through application.

Is this a Concurrent Enrollment Course?

Course Reviewer
Comments
lee_s|Fri, 12 Sep 2014 19:27:52 GMT|Rollback: From Sharon Lee. Notation of Course fee required needs to be added to the course description.