Performing Arts Entrepreneurship

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Undergraduate certificate: performing arts entrepreneurship
Web site: http://dpa.uiowa.edu/academic-programs/performing-arts-entrepreneurship-certificate

Undergraduate Program of Study
• Certificate in Performing Arts Entrepreneurship

The Division of Performing Arts, in partnership with the John Pappajohn Entrepreneurial Center in the Tippie College of Business, offers the undergraduate Certificate in Performing Arts Entrepreneurship. The program gives students the opportunity to pursue professional studies in the performing arts, in the framework of a liberal arts education, and to develop the skills required for creating market-based opportunities in the arts.

Certificate

The Certificate in Performing Arts Entrepreneurship requires a minimum of 29 s.h. The certificate program is open to current University of Iowa undergraduate students and to all individuals who hold a bachelor's degree and are not enrolled in a graduate or professional degree program. Students must maintain a g.p.a. of at least 2.00 in work for the certificate.

The program is designed for students of dance, music, and theatre arts who wish to learn about the business of the performing arts and to develop the entrepreneurial skills necessary for promoting their artistic work.

Certificate students are strongly encouraged, but not required, to pursue a major in one of the performing arts.

Work for the certificate includes entrepreneurship-related courses in accounting, financial management, and marketing as well as courses focused on arts management and leadership practices in both commercial and nonprofit organizations (20 s.h.). Students also must complete course work in dance, music, or theatre arts (9 s.h.) and an internship in an arts organization (0 s.h.).

Students may not use a course to satisfy more than one certificate requirement (e.g., a business course required for the certificate that is cross-listed in dance, music, or theatre arts may not also be counted toward the performing arts course requirement).

The Certificate in Performing Arts Entrepreneurship requires the following course work.

PERFORMING ARTS

Certificate students earn 9 s.h. in courses numbered 3000 or above taken in one of three performing arts units: the Department of Dance, the School of Music, or the Department of Theatre Arts. Many of these courses have prerequisites; consult an advisor about course sequencing.

BUSINESS AND ENTREPRENEURSHIP

Students must complete ENTR:1350 Foundations in Entrepreneurship, an entrepreneurship prerequisite that is offered both on campus and online. They also must complete several courses that focus on entrepreneurial and arts financing; entrepreneurship, innovation, and new ventures in the arts; entrepreneurial marketing; e-commerce for entrepreneurs; arts management; and arts leadership.

Prerequisite:
ENTR:1350 Foundations in Entrepreneurship  2 s.h.

One of these:
ARTS:3400 Grant Writing in the Arts  3 s.h.
ENTR:3100 Entrepreneurial Finance  3 s.h.

One of these:
DPA:3520 New Ventures in the Arts  3 s.h.
ENTR:2000 Entrepreneurship and Innovation  3 s.h.

All of these:
DPA:3510 Introduction to Arts Management  3 s.h.
DPA:4510 Arts Leadership Seminar  3 s.h.
ENTR:3200 Entrepreneurial Marketing  3 s.h.
ENTR:3600 E-Commerce Strategies for Entrepreneurs  3 s.h.

INTERNSHIP

Students may complete the required internship (0 s.h.) during any semester in the program. The Pomerantz Career Center coordinates a wide variety of internships; see Career Center Programs (University College) in the Catalog. Students also may choose other internship opportunities. The Iowa Arts Council and the Iowa Cultural Corridor Alliance maintain lists of recommended host organizations.

Living-Learning Community

First- and second-year students studying performing arts entrepreneurship may apply to live in the Arts Living-Learning Community, a coed floor in a University of Iowa east campus residence hall. The community includes students from art and art history, dance, film, music, and theatre arts.

Courses

Lower-Level Undergraduate

DPA:1000 First-Year Seminar  1 s.h.
Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings, visits to research facilities, field trips). Requirements: first- or second-semester standing.

DPA:1412 The Arts in Performance  3 s.h.

DPA:2060 Dance and Society in Global Contexts  3 s.h.
Dance and other physical endeavors as embodied forms of knowledge and culture; U.S. dance practices; European and African dance cultures; aesthetic and political issues raised by concert dance (i.e., performance, choreography, spectatorship, criticism); ethnographic methods to examine the function of dance in cultural formation (i.e., spiritual, celebratory, social, political contexts); lecture, discussion, viewing, movement workshops, formal and informal writing, field research, and BLOG construction. GE: Literary, Visual, and Performing Arts. Same as DANC:2060.

Upper-Level Undergraduate and Graduate

**DPA:3004 World of the Beatles** 3 s.h.
How the Beatles' music was influenced by American pop music, the drug culture, and the Avant Garde, nonwestern instruments and philosophy, anti-war sentiments, and world politics, and so forth; Beatlemania's impact on British and American cultures and its role in opening Eastern Europe to the West. Same as MUS:3004.

**DPA:3085 Introduction to Afro-Cuban Dance** 1 s.h.
Introduction to the dance, drumming, and songs of the Afro-Cuban folkloric traditions; emphasis on dance. May participate in UI Afro-Cuban Drum and Dance ensemble. Same as DANC:3085.

**DPA:3086 Afro-Cuban Drum and Dance Performance** 1 s.h.
Dance repertory for the UI Afro-Cuban Drum and Dance Ensemble. Performance pieces based on dance, drumming, songs of the Afro-Cuban folkloric traditions. May participate in UI Afro-Cuban Drum and Dance Ensemble. Same as DANC:3086.

**DPA:3154 Introduction to Afro-Cuban Drumming** 1 s.h.
Drumming, dance, songs from folkloric and ceremonial Afro-Cuban forms; emphasis on drumming; may include participation in Afro-Cuban drum and dance ensemble. Same as MUS:3154.

**DPA:3210 Makeup Design for the Stage** 3 s.h.
Same as THTR:3210.

**DPA:3221 Technology for the Entertainment Industry** 3 s.h.
Introduction to technology skills that are at the center of the entertainment industry; programming and operating digital lighting and sound consoles, intelligent lighting systems, projection hardware and software; outdoor event rigging, metal construction, and fabrication. Same as THTR:3221.

**DPA:3510 Introduction to Arts Management** 3 s.h.
Nonprofit performing arts management and administrative principles; practical applications, trends in the field; focus on arts organizations and their key administrative positions. Same as THTR:3510, INTD:3510.

**DPA:3520 New Ventures in the Arts** 3 s.h.

**DPA:3850 Introduction to Laban Movement Studies** 2-3 s.h.
Introduction to Bartenieff Fundamentals (BF) and Laban Movement Analysis (LMA) as methods of organizing and integrating movement to support artistic goals and expanding expressive range; BF teaches body awareness, breath support, developmental patterns, ergonomically-efficient alignment, balancing of muscular strength and stretch, and coordination; LMA teaches vocabulary of expressive movement and nonverbal communication, including effort (use of energy/dynamics for expression, stamina, stress relief) and shape (how posture and gesture communicate); quality of movement that supports individual goals in artistic expression, sound production, and wellness. Same as MUS:3850, THTR:3850, DANC:3850.

**DPA:3851 Introduction to the Alexander Technique** 3 s.h.
The Alexander Technique and “self-use”—how movement choices affect results achieved; improvement of physical skills and presence; principles in support of performing arts (e.g., speaking, singing, playing an instrument, dancing, acting); application to skills in daily life, addressing underpinnings of movement; physical participation (e.g., lying down, rolling, sitting, standing, locomotion). Same as MUS:3851, DANC:3851, THTR:3851.

**DPA:4060 The Contemporary Dance Scene** 3 s.h.
Historical, theoretical, and practical elements of contemporary dance; the term “postmodern” and its associations with dance, performing arts, contemporary culture; relationships between process and product, identity and subjectivity, artistic intent and authorship, meaning and intertextuality; possibility of art as a form of dissent; theory and practice placed in a dialectic; analysis and synthesis of previous research. Same as DANC:4060.

**DPA:4510 Arts Leadership Seminar** 3 s.h.
Performing arts management and administrative principles, practical applications, trends in arts leadership and advocacy. Prerequisites: THTR:3510 or THTR:3520 or ENTR:2000. Same as ENTR:4510, THTR:4510, INTD:4510.

**Graduate**

**DPA:5060 Theories of Dance and the Body** 3 s.h.
Theoretical trends in studies of dance and physical bodies; performative and choreographic aspects of being. Same as DANC:5060.

**DPA:5550 Collaborative Performance** 1-4 s.h.
Collaborative experience with advanced artists from varied disciplines that culminates in a final performance; emphasis on sharing and investigating ideas, artistic intent, personal vision, and creating collaborative projects. Same as DANC:5550, THTR:5610.