Creative Enterprise and Cultural Leadership, MA

HICECLMA

Program Description

Degree Awarded: MA Creative Enterprise and Cultural Leadership

The MA program in creative enterprise and cultural leadership empowers students to advance innovation in the cultural sector, support creative work and careers, and design public and private enterprises that will strengthen arts and design in the future. The program prepares graduates to understand the complex economic, legal, political and social context that surrounds any innovation or enterprise. Students are exposed to design thinking pedagogy as they increase their capacity for interpersonal communication, public communication, opportunity recognition, network and systems thinking, problem recognition and creativity as well as demonstrated ability in cultural leadership and knowledge of the creative industries, distribution of creative products, the creative process and management of innovation in the creative industries.

At a Glance

- **College/School:** Herberger Institute for Design and the Arts
- **Location:** Downtown Phoenix campus, Tempe campus

Accelerated Degrees

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Art (Art History), BA
- Art (Museum Studies), BA
- Arts (BA in the Arts), BA
- Digital Culture, BA
- Environmental Design, BS
Acceptance to the graduate program requires a separate application. During their junior year, eligible students will be advised by their academic departments to apply.

**Degree Requirements**

31 credit hours including a written comprehensive exam, oral comprehensive exam, and the applied project course (HDA 593)

**Required Core (15 credit hours)**

- GRA 501 Creative Environment and Collaborative Leadership (3)
- HDA 511 Leadership in the Creative Industries (1)
- HDA 512 Strategy: Problem Identification and Opportunity Recognition in the Creative Industries (2)
- HDA 513 Creativity and Design Thinking (3)
- HDA 521 Arts, Culture and the Economy (3)
- HDA 522 Media Literacy and Distribution (3)

**Electives or Research (9 credit hours)**

- creative enterprise development elective (3)
- leadership elective (3)
- other approved elective (3)

**Other Requirements (1 credit hour)**

- HDA 583 Fieldwork (1)

**Culminating Experience (6 credit hours)**

- HDA 593 Applied Project (6)

**Additional Curricular Information**

Note that electives are approved in consultation with either the student's committee or the program director.

**Admission Requirements**
Applicants must fulfill the requirements of both the Graduate College and the Herberger Institute for Design and the Arts.

Applicants are eligible to apply to the program if they have earned a minimum of a bachelor's degree in an arts, design, business, public policy or related discipline from a regionally accredited institution.

Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. GRE scores
4. letters of recommendation
5. letter of intent
6. professional resume
7. proof of English proficiency

Additional Application Information
An applicant whose native language is not English (regardless of current residency) must provide proof of English proficiency.

The letter of intent must outline the applicant's reasons for choosing to pursue a Master of Arts in creative enterprise and cultural leadership and outline how their unique background and abilities make them a suitable candidate.

Contact Information

Dean, Herberger Institute for Design and the Arts | GHALL 155
herbergeradmissions@asu.edu | 480-965-2458