Creative Enterprise and Cultural Leadership, MA

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 students 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. Students also demonstrate 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: Tempe campus

Accelerated Program Options

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
Film (Film and Media Production), BA
Film (Filmmaking Practices), BA
Music, BA
Theatre, BA

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
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 cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (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. letters of recommendation
4. letter of intent
5. professional resume
6. example of academic or professional work
7. proof of English proficiency

Additional Application Information

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

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.

Applicants are required to submit an example of academic or professional work that demonstrates ability and potential to be successful in the program within a maximum of 30 pages. Following are examples of appropriate submissions:

- critical essay from previous academic work
- critical essay for professional audiences
- business plan for a new or existing enterprise
- material produced for professional creative practice
- curatorial materials
- marketing materials designed or written by applicant
- other professional or technical writing relevant to the creative industries

An online interview is required for applicants who reach the finalist stage of consideration for admission. The interview is conducted via Skype within three weeks of submitting an application.
Contact Information

Dean, Herberger Institute for Design and the Arts | GHALL 155
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