

Area of Interest: Creative Media and Communications

## Creative Industries Management

Ontario College Graduate Certificate

Program Code: 1422X01FWO

1 Year

Ottawa Campus

### Our Program

**Combine your passion for creativity with business and management skills.**

In this program, you prepare for in-demand business roles in creative industries with varied responsibilities required for each role, such as:

- project management
- strategic planning
- marketing
- financial management
- human resources

You learn about a broad range of creative industries and have the opportunity to focus the application of business skills to the creative industry that aligns with your interests and expertise. You work with industry partners on an applied project, using your newly consolidated skills to conceptualize, plan and deliver a creative product.

With the fast-paced growth of creative industries, creative professionals with business skills are in high demand. This interdisciplinary program prepares you for a business career in a wide range of creative industries including:

- Film
- Television and Streaming Video
- Radio and Podcasting
- Music
- Animation
- Video game development
- Interactive media production
- Exhibiting Arts
- Performing Arts

As a graduate, you are prepared for a career in the growing creative industries. You may find employment in private, public, or non-profit sectors, or start your own creative business.

### SUCCESS FACTORS

This program is well-suited for students who:

- Have a background in one of the creative industries.

- Have a desire to blend their passion for creativity with business and management skills.
- Have a desire to develop time management and organizational skills.
- Have strong communication and collaborative skills.
- Are problem solvers who take initiative.

### Employment

Graduates of the program may pursue opportunities as a Producer, Project Manager, Associate Producer, Production Manager, Production Coordinator, Production Assistant, Business Development Manager, Talent Manager, Event Coordinator, Creative Entrepreneur, Fundraising Coordinator, Marketing Manager, Digital Marketing Coordinator, Community Manager, Promoter, Office Manager, Human Resources Coordinator, Arts Administrator. Relevant roles for individual graduates may vary depending on previous creative arts or media related education and industry experience.

### Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Examine the impact of globalisation and the evolving workplace on creative industries.

### Program of Study

| Level: 01 | Courses  | Hours |
|-----------|--|-------|
| FIN0014   | Financial Literacy for Creative Businesses       | 56.0  |
| LAW0044   | Entertainment Law                                | 42.0  |
| MGT0115   | Introduction to Creative Industries              | 42.0  |
| MGT0116   | Organizational Behaviour for Creative Industries | 56.0  |
| MGT0117   | Project Management for Productions               | 70.0  |
| MKT0020   | Marketing Creative Productions                   | 56.0  |
| Level: 02 | Courses  | Hours |
| FIN0015   | Funding Creative Productions                     | 56.0  |
| MGT0118   | Creative Industries Entrepreneurship             | 42.0  |
| MGT0119   | Managing People in Creative Industries           | 56.0  |
| MGT0123   | Strategic Management for Creative Industries     | 56.0  |
| MGT0124   | Creative Industries Applied Project              | 84.0  |

### Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <http://www.algonquincollege.com/fee-estimator>

Further information on fees can be found by visiting the Registrar’s Office website at <http://www.algonquincollege.com/ro>

Fees are subject to change.

Additional program related expenses include:

Books and supplies cost approximately \$500 per term.

## **Admission Requirements for the 2024/2025 Academic Year**

### **Program Eligibility**

- Ontario College Diploma, Ontario College Advanced Diploma or Degree or equivalent in a creative arts or media-related field; OR
- Applicants with partial post-secondary education (minimum two years full-time, in good academic standing) and relevant work experience may be considered for admission. These applicants will be assessed individually and will be required to complete an Eligibility Package. Eligibility Package submission details can be found on the Algonquin College Additional Admission Requirements website: <http://www.algonquincollege.com/admissionspackages>
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES). IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

### **Application Information**

#### **CREATIVE INDUSTRIES MANAGEMENT Program Code 1422X01FWO**

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca  
60 Corporate Court  
Guelph, Ontario  
N1G 5J3  
1-888-892-2228

Applications are available online <http://www.ontariocolleges.ca/>.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:  
<https://algonquincollege.force.com/myACint>

For further information on the admissions process, contact:

Registrar's Office  
Algonquin College  
1385 Woodroffe Ave  
Ottawa, ON K2G 1V8  
Telephone: 613-727-0002  
Toll-free: 1-800-565-4723  
TTY: 613-727-7766  
Fax: 613-727-7632  
Contact: <https://www.algonquincollege.com/ro>

### **Contact Information**

#### **Program Coordinator(s)**

- Jodi Tilley, <mailto:tilleyj@algonquincollege.com> , 613-727-4723, ext. 5120

## Course Descriptions

### FIN0014 Financial Literacy for Creative Businesses

The economic sustainability of a creative business depends on thorough financial planning. Students create operational budgets for the production and publication of creative products and analyse financial statements and cash flow. Students examine expenses and projected revenue to predict return on investment and the viability of creative projects. Governance for financial reporting is also discussed. Through case studies and problem-based activities, students explore fundamental accounting and financial management concepts.

Prerequisite(s): none  
Corerequisite(s):none

### FIN0015 Funding Creative Productions

The successful production of a creative project requires reliable funding. Students explore the sources of funding available for creative endeavours at various stages, such as debt financing, grant financing, equity financing and crowd funding. Using basic financial management skills, students create a financial plan that can be used to secure funding through these sources. Grants and tax credits available through municipal, provincial and federal governments and agencies are explored, and students practice writing effective grant proposals. Students develop these fundraising skills through case studies, projects, and presentations.

Prerequisite(s): FIN0014  
Corerequisite(s):none

### LAW0044 Entertainment Law

A general understanding of the legal aspects of creative production is vital to protect the interests of the stakeholders. Students explore key areas of entertainment law and business affairs, including contract law, intellectual property law, labour law, tax law, and other government regulatory policies in both Canadian and international contexts. Governance pertaining to both for-profit and non-profit environments are discussed. Students analyse contracts and agreements related to creative industries, such as employment contracts and licensing agreements. Negotiation strategies are demonstrated. Intellectual property and methods to protect artists' creative work are examined. Students build a foundation in entertainment law through exercises, case studies, and role play.

Prerequisite(s): none  
Corerequisite(s):none

### MGT0115 Introduction to Creative Industries

A wide view of the context in which creative works are developed supports entry into management roles in this field. Students explore creative industries in Canadian and international contexts, including economic and public policy perspectives in both for-profit and non-profit settings. Students examine production and publication practices in various creative industries. Universal production, administrative, and management best practices and common challenges are discussed. Examples of management roles and career paths in the creative industries are explored. Through learning activities, exercises, case studies, and group discussions, students gain insight into the creative industries landscape.

Prerequisite(s): none  
Corerequisite(s):none

### MGT0116 Organizational Behaviour for Creative Industries

Organizational behavior examines how people and teams interact in the workplace to enable creative businesses to operate more effectively. Students study organizational behavior principles as they relate to the creative industries workforce, including their use in the creation of effective

leaders and the culture of creative businesses. Students explore human communication, learning and motivation, conflict and change management. Through learning activities, group discussions, case studies, and role play, students gain an understanding of the application of organizational behavior principles in creative businesses.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT0117 Project Management for Productions**

Project management supports the effective production of creative works from conceptual idea to delivered product. Students examine project management methods including best practices for delivering a creative production through effective balance of the triple project constraints: scope, time, and cost. Students explore project management tools and industry standard documentation used to support the planning and change management phases of project completion. Students determine project risks and appropriate risk mitigation strategies. Students apply these skills in the planning and pre-production of a creative project in a team-based setting, developing their communication and teamwork skills. Through simulations, case studies, group work, and hands-on projects, students develop their project management skills.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT0118 Creative Industries Entrepreneurship**

The successful entrepreneur is able to cultivate business opportunities for creative productions. Students examine the entrepreneurial mindset, exploring the characteristics of entrepreneurs and how these traits promote the ability to successfully commercialize a creative idea. Effective networking skills are emphasized. Students create business plans which are used to analyse the feasibility of commercializing new creative products and to promote ideas with potential investors. Students explore what it means to be self-employed and how to start a business, including a comparison of types of business entities such as sole proprietorships, partnerships and corporations. Students develop basic entrepreneurial skills through group discussions, projects, and presentations.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT0119 Managing People in Creative Industries**

The most valuable asset of any creative business is its workforce. Students investigate how to effectively recruit, develop, and retain creative teams. Professional development, compensation and ways to promote equity, diversity, and inclusivity and develop cultural competency within the organization are discussed. Labour relations are explored from both an employee and contractor standpoint, and in both unionized and non-unionized settings. Through learning activities, group discussions, case studies, and role play, students gain an understanding of the fundamentals of leading and managing people.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT0123 Strategic Management for Creative Industries**

Strategic management practices are used to enable creative industries to be competitive and successful. Students examine the elements of a strategic plan and how they are used to set operational goals. Students analyse strategic plans used by creative industries, which include mission and vision statements, values, goals, and objectives. Students examine internal factors of a creative arts organization such as strengths, weaknesses, opportunities and challenges (SWOC) and how they affect planning. Local and global external factors, such as economic, social, political, environmental, and technological factors, and their effect on planning are also examined. Students learn to plan strategically in creative industries through group discussions, exercises, and case studies.

Prerequisite(s): none

Corerequisite(s):none

**MGT0124 Creative Industries Applied Project**

Applied projects give students the opportunity to gain hands-on experience with industry clients. Students participate in researching, conceptualizing, planning, and execution of an authentic project with an industry client. Building on the full spectrum of management skills, students participate in various production management roles, such as project management, marketing, and finance. Students build communication skills with internal and external stakeholders. Using industry standard guidelines and best practices, students apply their theoretical knowledge to a practical project.

Prerequisite(s): MGT0117  
Corerequisite(s):none

**MKT0020 Marketing Creative Productions**

Marketing supports creative businesses to grow their customer base. Students investigate holistic marketing strategies encompassing relationship management and social engagement. The importance of building brand reputation and understanding the target audience are emphasised. Students build marketing skills to create a strategic marketing plan for a creative product. Topics include market segmentation, consumer behaviour, brand management, targeted advertising, and ethical marketing. Through group discussions, case studies, projects and presentations, students build a foundational understanding of marketing.

Prerequisite(s): none  
Corerequisite(s):none