

Creative Industries Management (Graduate Certificate)



Meet our students

Our students are skilled professionals who understand both the business and creative side of media. This unique program offers a synergic combination of creativity and business acumen and prepares these students for careers as managers and entrepreneurs in the arts. With a passion for the arts and an understanding of management, financing and marketing these students are ready to work in film, television, video games and more.

Learn more about the classes these students take by visiting [the program webpage](#).

Core competencies and skills

- Applying skills in project management, event planning, arts administration, social media management, and leadership.
- Modelling a leadership and growth mindset to build capacity within an organization.
- Applying effective written, spoken, and visual communication skills to fulfill the purpose and needs of an audience.
- Leading people and teams in alignment with organizational best practices and the goals of a project.
- Employing primary and secondary research to identify new opportunities and to assess the viability of a creative endeavor.

Work term availability

- Winter (January – April)
- Summer (May – August)
- Fall (September – December)

Note: Students will be available for full-time hire upon completion of their work term.

Work term capabilities

- Creating a basic budget that compares projected revenues and costs using fundamental financial and accounting principles.
- Assessing contractual agreements, policies and relevant documents that govern roles and professional relationships in the creative industries.
- Applying project management principles when planning the development, pre-production, production, post-production, and distribution of a creative work.
- Creating a comprehensive marketing plan to deliver against predefined objectives.
- Developing a long-range plan that meets the strategic and operational goals of an organization and/or production(s).
- Investigating the ways in which cultural, legal, and procedural differences may impact a production when operating on a global scale.

Employer resources

- [Employer webpage](#)
- [Program information](#)
- [Program course schedule](#)

Post a job

To post a job, log in to our online platform [Sheridan Works](#).

Don't have an account? Create one today using our [Employer Registration Guide](#).