

School of Liberal Arts



BUS 052 **MANAGING YOUR ART CAREER 2**

Winter 2026

1.5 CREDITS

Course Outline

INSTRUCTOR	Gabriel Ellis	OFFICE HOURS	Mondays 3-4PM
OFFICE	A2303	CLASSROOM	A2305
E-MAIL	gellis@yukonu.ca	CLASS TIME	1pm-4 pm, Thurs Jan.8-April.16, 2026
TELEPHONE	867-4568642	CRN	#20231
Liberal Arts office: Ayamdigut Campus A2501, liberalarts@yukonu.ca, 867-668-8770			

COURSE DESCRIPTION

This course focuses on developing the knowledge, skills, and abilities students must have to manage their career as an artist. Students will explore, identify, and reflect on the characteristics, personal skills, qualifications, financial planning, business preparation, and marketing skills needed to compete and be successful in this growing cultural-industry sector (content varies per term). Students will increase their computer literacy skills and learn concepts of marketing: defining standards of quality, costing and pricing, production and selling, merchandise layout and display, commission, purchasing supplies, and self-promotion.

COURSE REQUIREMENTS

Prerequisite(s):

Enrolment in the Yukon First Nations Arts certificate program

EQUIVALENCY OR TRANSFERABILITY

This course is new/newly developed/recently re-developed, and its transferability is still being evaluated. Receiving institutions always determine course transferability. Further information and assistance with transfers may be available from the School of Academic and Skill Development

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- identify and practice methods for recording financial transactions and demonstrate a basic understanding of accounting terminology
- identify and practice principles involved in merchandise layout and display
- complete funding and project development proposals
- develop a basic business plan
- apply promotional activities to market First Nation art
- demonstrate online marketing techniques

YUKON FIRST NATIONS CORE COMPETENCY

Yukon University recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukonu.ca/yfnccr.

COURSE FORMAT

Delivery format

This course will be a total of 45 class hours and will be taught using: “hands-on” learning techniques, small group work projects, class discussions, demonstrations and audio-visual aids.

EVALUATION

ASSESSMENTS:

Participation

Participation is an essential part of the learning process in this course, because experiential exercises and other activities are such important components of the course.

Assignments

Assignments for this course consist of five main projects which include developing a career plan, budget, invoice, press release, and business proposal. Also, online marketing assignments will be evaluated.

Tests

There are no tests in this course.

EVALUATION:

Participation	15%
Project: Develop artist career plan	5%
Project: Budget	5%
Project: Invoice	5%
Project: Press Release	15%
Project: Business proposal	25%
Project: Capstone Project	30%
Total	100%

The passing mark for the course is 50%.

TEXTBOOKS & LEARNING MATERIALS

None

COURSE WITHDRAWAL INFORMATION

Students may officially withdraw from a course or program without academic penalty up until two-thirds of the course contact hours have been completed. Specific withdrawal dates vary, and students should become familiar with the withdrawal dates of their program. See withdrawal information at www.yukonu.ca/admissions/money-matters

Refer to the YukonU website for important dates: www.yukonu.ca/admissions/important-dates

Refunds may be available. See the Refund policy and procedures at www.yukonu.ca/admissions/money-matters

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures (updated bi-annually) for further details about academic standing, and student rights and responsibilities: www.yukonu.ca/policies/academic-regulations

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website at www.yukonu.ca/policies/academic-regulations)

It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Financial Planning

Week 1:	Self-Employment <ul style="list-style-type: none"> • Definition • Types • Invent hypothetical artist career plan 	The Art of Managing your Career (p.38-40)
Week 2:	Financial management of projects <ul style="list-style-type: none"> • Review basics of general financial management • How to apply financial principles to projects • Typical budgeting challenges and strategies • How to invoice 	The Art of Managing your Career (p.41-42)
Week 3:	Excel <ul style="list-style-type: none"> • Basic Intro • Create a budget 	Handout
Week 4:	Law and Artists <ul style="list-style-type: none"> • Examples legal disputes • Contract Responsibilities • Legal advisors 	Managing your Career (p.44)
Week 5:	Writing a Proposal <ul style="list-style-type: none"> • Basic concepts • Review examples • Action plans and preliminary project assessment • Draft business proposal 	Managing your Career (p.32-34)

Marketing

Week 6:	Concepts of Marketing <ul style="list-style-type: none"> • Defining standards of quality • Basic principles • Marketing examples • Press release example • Strategies 	Managing your Career (p.18-23)
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Week 7:	Costing and Pricing <ul style="list-style-type: none"> • Define Price • Practice steps involved in pricing products • Purchasing 	Handout
Week 8:	Production and Selling <ul style="list-style-type: none"> • Inventory • Commission • Self-promotion • Steps involved in the selling process 	Handout
Week 9:	Merchandise layout and display <ul style="list-style-type: none"> • Techniques involved in merchandise layout and display 	Handout
Week 10:	Guest Speakers <ul style="list-style-type: none"> • First Nation Elders 	

Capstone Project (Online Marketing)

Week 11:	Capstone project <ul style="list-style-type: none"> • Create Etsy Site • Display Products 	Handouts
Week 12:	Market Etsy Site <ul style="list-style-type: none"> • Social Networking • Price and sell • Promotion 	Handouts
Week 13:	<ul style="list-style-type: none"> • Exhibition preparation 	Handouts
Week 14:	Outside College Exhibition <ul style="list-style-type: none"> • self-promotion • Display set up 	Handouts
Week 15:	Exhibition in the Pit (At Yukon University) <ul style="list-style-type: none"> • Art Display in the Pitt • Sales • Marketing 	