

CREATIVE INDUSTRIES – B.A.

The Bachelor of Arts in Creative Industries at Ithaca College (CIIC) is an interdisciplinary program to prepare students for careers in the rapidly growing cultural and creative economy. By leveraging Ithaca College's strengths in the arts, business, media, and communications, this program will help students develop their passion for the arts and the entrepreneurial skills needed to succeed in this dynamic sector. The Creative Industries major is a minimum of 45 credits that combines interdisciplinary study of creative enterprise, practical business and communications skills, and hands-on experience managing creative projects.

Summary

Code	Title	Credits
	Creative Industries - B.A. Major Requirements	45-52
	Integrative Core Curriculum Requirements and Electives	75-68
Total Credits		120

¹ This major is approved to fulfill the Integrative Core Curriculum requirement for the Creative Arts perspective.

Degree Requirements

Code	Title	Credits
Core Courses		
CIIC 10000	Introduction to Creative Industries (Introduction to Creative Industries)	4
CIIC 30000	Creative Industries Practicum (Creative Industries Practicum)	4
CIIC 40000	Creative Industries Senior Seminar (Creative Industries Senior Seminar)	4
Understanding Creativity - Breadth		7-8
Select minimum of 7-8 credits from the following. Choose no more than 4 credits from any one subject code.		
DNCE 10000	Dance Across Cultures	
ENGL 11200	Introduction to the Short Story	
ENGL 11300	Introduction to Poetry	
MTD 31000	Integrative Performing Arts Study	
MUTH 11100	Introduction to Music Studies	
	or MUNM 10000 Music Experience	
THEA 10000	Introduction to the Theatre	
TVR 12400	Introduction to Television and Film Industries	
ARTH 11300	Elements of Architecture	
ARTH 13500	Introduction to Visual Culture	
ARTH 29200	Introduction to Museum Studies	
WRTG 17500	Introduction to Creative Writing	
Understanding Creativity - Depth		15-20

Students must complete a minor or a second major in one of the following creative arts disciplines. No more than two courses from a minor may be counted toward both the minor and restricted electives for the major.

Animation and Visual Effects
Art

Art History and Architectural Studies	
Dance	
English	
Graphic Design	
Music	
Photography	
Theatre	
Writing	
Writing for Film, Television & Emerging Media	
Developing Business and Communication Skills	11-12
Select minimum of 11-12 credits from the following. Choose no more than 4 credits from any one subject code.	
ACCT 22400	Accounting for the Real World
MKTG 31200	Principles of Marketing
MGMT 20600	Organizational Behavior and Ethics
STCM 10300	Introduction to Strategic Communication
STCM 13300	Live Events: Spectacles, Festivals, Celebrations, and Society
MGMT 21400	Startup Tactics: From Accounting to Zoning, Tactical Considerations When Starting a New Company
Total Credits	45-52