

MS IN LEADERSHIP FOR CREATIVE ENTERPRISES

creative.northwestern.edu (<https://creative.northwestern.edu/>)

Degree Requirements

14 credits are required to complete the MSLCE Degree

- 5 core credits
- 7-8 elective credits
- 1-2 experiential credits for Industry Immersion, Thesis, or Applied Project

Course	Title
Required courses for the degree are listed below:	
MSLCE 460-0	Design, Culture, and Politics: Leading Organizations in the Creative Sector
MSLCE 464-0	Understanding the Creative Industries
MSLCE 468-0	Economics of Creative Enterprises
MSLCE 472-0	Marketing Strategies in Creative Industries
MSLCE 495-0	Leadership Intensive
and	
MSLCE 497-0	Internship
OR	
MSLCE 498-0	MSLCE Thesis

The remaining credits must be fulfilled by approved electives. Independent Studies and courses outside the MSLCE program may be counted toward degree requirements with program approval. Students must maintain a minimum overall GPA of 3.0 to be in good academic standing.

MSLCE Graduate Concentrations

Students may elect to pursue graduate concentrations in Strategic Communication for Creative Industries and/or AI + Digital Technology in Creative Industries.

Course	Title
Strategic Communication for Creative Industries	
Select 3 of the following electives:	
MSLCE 535-0	The Power of Pitching and Persuasion
MSLCE 547-0	Brand Management in the Digital Age
MSLCE 549-0	The Power of Strategic Storytelling
MSLCE 550-0	Culture and Globalization
MSLCE 529-0	Special Topics in Creative Enterprises (Using Data to Make Informed Decisions)

Course	Title
AI + Digital Technology in Creative Industries	
Select 3 of the following electives:	
MSLCE 505-0	Arts and Entertainment Law and Ethics
MSLCE 515-0	Culture and Art Analytics
MSLCE 517-0	Leveraging Networks in Creative Enterprises
MSLCE 520-0	The Business of Streaming
MSLCE 529-0	Special Topics in Creative Enterprises (Managing AI in Creative Industries)