Western Michigan University, Department of Dance
Course Descriptions for Online Certificate

DANC 3510 Dancer Wellness
An exploration of topics that will improve the quality of dance instruction in private dance studios by providing
information and strategies for specific health concerns of a dancer including: nutrition for optimal energy intake,
exercise components and energy expenditure, eating disorders, weight management, the female athlete triad, dance
injury prevention and first aid.

DANC 3520 Dance Studio Management
An introduction to the principles of dance studio management through the presentation of business philosophies,
practical theories, and strategies crucial to managing a successful dance studio business. Topics may include:
entrepreneurship, business entities & creating a business plan, studio location & facility considerations, marketing
strategies for growing your business, and record keeping & basic financial statements.

DANC 3530 Employee Client Relations
The practical application of theories to assist in the daily interactions between a dance studio owner/instructor and
parents, students and staff. Topics include hiring practices, staff training, payroll and compensation, client retention,
and communication with parents and students.

DANC 3540 Recital Preparation/Production
An overview of topics related to dance studio recital preparation and production including: planning and
organization, music selection and copyright issues, costume ordering and inventory, profitability, recital services and
production.

DANC 3550 Training Theories for Dancers
An exploration of physical training principles as they apply to children through adult dancers in a dance studio.
Topics include anatomical considerations for dance; appropriate warm up, stretching, flexibility and endurance
training; the importance of recovery and restoration; motor learning and progression; physiological development for
pointe work, developing hip joint flexibility and turn out; and neuromuscular coordination for balance.

DANC 3560 Curriculum Development - Dance
The practical application of theories in dance studio curriculum development for ages 3-adult. Specific attention
will be given to the development of age-appropriate movement, physiological skill development, and logical
progression of skill acquisition with pragmatic utilization in multiple dance styles.