

Music Business/Management

The student majoring in music business/management will learn the skills, concepts, and methodologies necessary to manage the legal, financial, artistic, ethical, and technological issues that face the contemporary music business professional. The student may choose one of three available tracks within the major: self-directed or entrepreneurial activity, marketing and media, or management in corporate and/or creative environments. The student will demonstrate functional mastery of necessary skills and concepts by completing a final project, a capstone experience with portfolio documentation, depending upon the major track chosen. This experience will be an industry internship, leadership participation in the college's student-run record label, or participation in an ongoing college model music industry project. The student will develop a critical understanding of criteria of quality work in music business and management environments by means of course work in business leadership and ethics, by the extensive use of case studies in all courses and by exposure to guest lecturers. Work on the capstone project will focus on applying these criteria to simulated and actual work environments. The student will be able to work effectively with others in groupings typically found in the music business by means of participation in group projects, critiques of case studies, and divided class activities. Through topical analysis assignments, the student will develop sufficient resources to enable him/her to cope with and adjust to career-long changes in music business and management environments. (Degree only; diploma enrollment requires department approval.)

Music Business/Management Concentrate

30 Credits Required for Degree

Course Number	Course Title	Semesters:	1	2	3	4	5	6	7	8
MB-201	Principles of Business Management				2					
MB-211	Legal Aspects of the Music Industry			2						
MB-255* or MB-355*	Computer Applications in the Music Business* or Advanced Computer Applications*					2				
MB-275	Principles of Financial Accounting					2				
MB-301	Business Leadership and Ethics					2				
MB-325	Principles of Marketing						3			
MB-P389	Managing Technology-Driven Business							2		
MB-P395	Business Finance								2	
Choose one track from the following:										
<i>Management:</i>										
MB-331	Record Company Operations						2			
MB-335	Music Publishing						2			
MB-375	Music Intermediaries: Agents, Managers, and Attorneys							2		
MB-391	Concert and Tour Promotion								2	
MB-495 or MB-490/491	Internship in Music Business/Management or Senior Practicum 1 & 2 (Heavy Rotation Records)								1	2
	Approved Specified Electives**								1	2
<i>Marketing:</i>										
MB-337	Music Product Development						2			
MB-341	Creative Promotion in New Media							2		
MB-495 or MB-490/491	Internship in Music Business/Management or Senior Practicum 1 & 2 (Heavy Rotation Records)								1	2
	Approved Specified Electives**						2		3	2
<i>Entrepreneurial:</i>										
MB-340	Business Startups							2		
MB-387	Website Design and Management						2			
MB-P435	Emerging Music Business Models								2	
MB-P493	Entrepreneurial Practicum									2
	Approved Specified Electives**							2	1	2

*MBUS majors are required to take MB-255 or MB-355. MBUS majors may skip MB-255 and enroll in MB-355 by achieving a satisfactory score on the MBUS Computer Placement Exam and receiving a waiver from the department chair. A passing score on the MBUS Computer Placement Exam does not constitute test-out of MB-255 or MB-355.

**Approved Specified Electives (select from the following): all track courses listed above not taken as requirements, MB-131, MB-287, MB-305, MB-P311, MB-345, MB-355 (only for MBUS majors who have taken MB-255), MB-375, MB-387, MB-P389, MB-391, MB-397, MB-405, MB-P425, MB-433, MB-P435, MB-P493, MP-247, PM-340.

Core Music: 40 Credits Required for Degree

PERF 1-4	Performance Core* <i>Private Instruction, Ensembles, and Labs</i>	3	3	3	3					
PW-111	Music Application and Theory	3								
AR-111	Arranging 1		2							
HR-112-212	Harmony 2-4		2	2	2					
ET-111-212	Ear Training 1-4		2	2						
ET-211-212 or ET-231-232	Ear Training 3-4 or Solfege 1-2				2	2				
CM-211 & 212	Tonal Harmony and Composition 1 & 2						2	2		
CP-210	The Art of Counterpoint							3		
COND-211/216	Conducting 1						1			
COND-212/217	Conducting 2								1	

*Students are required to enroll in an ensemble during their first 4 full-time semesters. Additionally, in semesters 2-4 they must select either a 50-minute lesson (2 credits) or a 30-minute lesson (1 credit) with a corequisite 1-hour lab (1 credit - ILXX course)

Liberal Arts: 40 Credits Required for Degree

MTEC-111	Introduction to Music Technology	2								
LHUM-100	Artistry, Creativity, and Inquiry Seminar	2								
LHUM-400	Professional Development Seminar							2		
LSOC-225	International Economics and Finance				3					
LMSC-251	Data Management and Statistics					3				
LENG-111 & 201	Writing and Communication & Literature	3	3							
LAHS-xxx	Any course in art history		3							
LHIS-xxx	Any course in history						3			
LHAN-211 & 212	History of Western Music 1 & 2						2	2		
LSOC-xxx	Any course in music and society								3	
Lxxx-xxx	Any three courses in liberal arts not already taken								6	3

General Electives: 10 credits required for degree

Total Required Credits: 120 credits for degree

The Music Business/Management diploma is available only by application to the department chair. For the most current information on requirements, consult the Office of the Registrar.