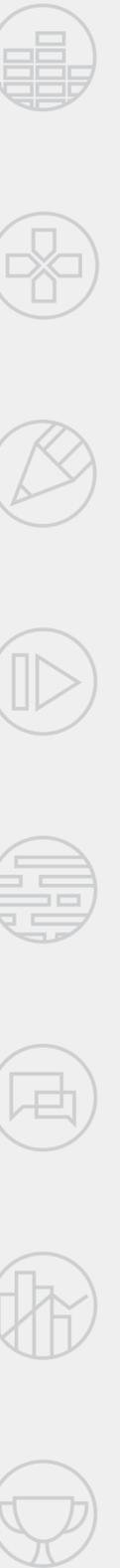


Degree PROGRAMS



Music Business

Undergraduate Degree Program - Campus & Online

OVERVIEW

To maximize an artist's potential, every job in the music industry needs to work in harmony. By applying a real-world approach and utilizing authentic scenarios, the Music Business curriculum prepares students to become music business professionals working with major record labels, online streaming sites, music publishers, booking agencies, concert promoters, artist management firms, and more. To be an effective player in music business, it's not just important to be good at what you do but also to be well versed in the many different roles within the industry. For example, a band's publicist may not need to book a tour, but being aware of how and why that tour is routed a certain way is invaluable knowledge when it comes to forming a media strategy. By teaching you about the many different roles in the business, the Music Business curriculum allows you to not only focus on what you do best but also to ensure that your contributions to the big picture are as effective as possible. You will learn these roles through courses in music-specific business subjects such as artist management, music copyright and publishing, concert management and touring, and music evaluation for artists and repertoire, as well as general business concepts such as finance, leadership, and marketing. In addition to business-specific topics, you will also have courses focusing on communication skills, physical science, professional writing, and how to prepare for a career in the music industry.

ASSOCIATE'S OBJECTIVE

The goal of the Music Business Associate of Science degree program is to provide you with focused knowledge and understanding of essential business and management skills to enhance your ability to become successful music business professionals. Entry-level positions such as executive assistants, sales assistants, marketing assistants, promotions assistants, or project coordinators are some of the career opportunities you will be prepared for with record labels, music publishers, artist-management firms, concert promoters, and music-technology companies.

Completing the Music Business Associate of Science degree program will provide you with a portfolio of real-world projects to further your career as an entrepreneur and leader in the music industry.

BACHELOR'S OBJECTIVE

The goal of the Music Business Bachelor of Science degree program is to provide you with focused knowledge and understanding of essential business and management skills to enhance your ability to become a successful music business professional in a variety of fields, including recording, artist management, concert management, music publishing, music marketing, music supervision, retail, and distribution.

Completing the Music Business Bachelor of Science degree program will provide you with a portfolio of real-world projects to further your careers as an entrepreneur and leader in the music industry. It will prepare you for entry-level positions with record labels, music publishers, artist-management firms, concert promoters, and music-technology companies.

Music Business

Undergraduate Degree Program - Campus & Online

Campus

Chronological Course Schedule by Months

	MONTH	CODE	COURSES	CREDIT HOURS
Bachelor's Program	Associate's Program	1	GEN1011 Creative Presentation	3.0
			DEP1013 Psychology of Play	3.0
	2	BEM1001 Business in the Entertainment and Media Industries	4.0	
		ENC1101 English Composition I*	4.0	
	3	MAN2021 Business Management	4.0	
		MKT210 Introduction to Marketing	4.0	
	4	MGF1213 College Mathematics	4.0	
	5	BUL2100 Business Law	4.0	
		ENTB2714 Data Analysis and Reporting	3.0	
	6	BUS119 Project and Portfolio I: Personal Branding	3.0	
	7	HUM1505 Popular Culture in Media	4.0	
		ECO2005 Introduction to Economics	4.0	
	8	ACG3223 Business Accounting	4.0	
		BUS229 Project and Portfolio II: Market Research	3.0	
		MUBC111 Professional Development Seminar I: Music Business*	1.0	
	9	MCM1203 New Media Tools	4.0	
	10	ENT239 Project and Portfolio III: Entertainment Business	3.0	
		MUBC222 Professional Development Seminar II: Music Business*	1.0	
	11	MUB3311 Music Business Models	3.0	
		ENC326 Professional Writing*	4.0	
12	MUB481 Artist Management	4.0		
13	MUB3513 Music Evaluation for Artists and Repertoire	3.0		
	MAN3152 Leadership and Organizational Behavior	4.0		
14	MUM3308 Music Copyright and Publishing	4.0		
	MBB349 Project and Portfolio IV: Music Business	3.0		
15	MUM3733 Music Business Marketing	4.0		
16	MUB4361 Music Retail and Distribution	3.0		
	MBB359 Project and Portfolio V: Music Business	3.0		
17	ENTB3013 Principles of Business Finance	4.0		
	MUB4716 Music Supervision	3.0		
18	PHY1020 Fundamentals of Physical Science*	4.0		
	MBB469 Project and Portfolio VI: Music Business	3.0		
19	MUB461 Concert Management and Touring	4.0		
20	BUS479 Project and Portfolio VII: Strategic Proposal	3.0		
	MUBC444 Career Readiness: Music Business*	4.0		

BACHELOR'S TOTAL CREDIT HOURS: 120

BACHELOR'S TOTAL WEEKS: 80

ASSOCIATE'S TOTAL CREDIT HOURS: 60

ASSOCIATE'S TOTAL WEEKS: 40