

MUSIC INDUSTRY, B.A.

The Bachelor of Arts with a major in Music Industry offers students the opportunity to pursue a career in multiple areas of the music industry including audio engineering (recording), music production, management, publishing, retail, and administration. Designed to give students leeway in choosing a path in the music industry, the program is focused on providing students with the technical tools and hands-on experience required to develop practical, musical, and business skills needed to excel in professional music environments from recording studios and touring productions to artist management firms and publishing houses. Students will learn the ins and outs of the industry including courses that cover music recording and post-production (mixing), entertainment law, contracts, music business practices, entrepreneurship, and popular music history. As the culmination of the program, students complete an internship in their desired area of the music business. Students who graduate with a BA in Music Industry will have developed the academic and professional resume to attain a job in music recording (music, movies, tv, podcasts), theatrical production, management, or arts administration, start their own small business, or ascend to a graduate program in any of these fields.

Prospective students who wish to apply for admission to the Bachelor of Arts in Music Industry program must meet the general admission requirements for Marshall University.

Students in the music management emphasis are not required to audition on an instrument or in voice unless they wish to enroll in lessons in applied music. Students wanting to enroll in applied music should contact the area coordinator for information regarding audition materials and procedures.

Students enrolled in the Bachelor of Arts program in Music Industry are required to complete all coursework in the music core and emphasis area with a minimum grade of C. Course grades of D and F in these areas are not counted toward graduation requirements and must be replaced with a grade of C or better before graduation or before using that course as a prerequisite for another required course. An Area of Emphasis is required to complete the major.

A total of 120 credits hours are required for the degree program.

Candidates for graduation must have a Grade Point Average of 2.0 or higher in all work attempted at Marshall University.


Thirty-nine (39) credit hours must be earned in courses numbered 300-499.

No courses in the college and major requirements for graduation in the College of Arts and Media may be taken Credit/Non-Credit unless the course is otherwise specified.

Students pursuing the B.A. will complete a capstone project.

Course Requirements


 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.





Code	Title	Credit Hours
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Core Curriculum

Core 1: Critical Thinking

FYS 100	First Yr Sem Critical Thinking	3
MTH 121 	Concepts and Applications (CT)	3
	Critical Thinking	3

Core 2

ENG 101 	Beginning Composition	3
ENG 201 	Advanced Composition	3
CMM 103 	Fund Speech-Communication	3
MTH 121 	Concepts and Applications (CT)	3

	Core II Natural/Physical Science	4
	Core II Humanities	3
	Core II Social Science	3
	Core II Fine Arts	3

Additional University Requirements

	Writing Intensive	3
	Writing Intensive	3
	Multicultural/International	3
MUSP 475 	Music Industry Capstone	3

Music Industry Major 28

MUSP 110	The Professional Musician	1
	Select 6 credits from the following	6


MUS 200 	Introduction to World Music	
MUS 227 	History of Popular Music	
MUS 250	History of Jazz	
MUSP 225	Intro to Music Industry	3
MUSP 325	Music Entrepreneurship	3
MUSP 326 	Music Industry Law	3
MUSP 327 	Music Business I	3
MUSP 427 	Music Business II	3
MUSP 475 	Music Industry Capstone	3
MUSP 495 	Music Internship	3

Area of Emphasis 64



¹ An audition is required for enrollment in applied lessons (MUSA courses). Some ensembles also require auditions for entrance. One credit per semester of study in applied lessons.

Semester Plan: Music Management Emphasis

 - General Education Course


 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

First Year




Fall		Credit Hours
ENG 101 	Beginning Composition	3
CMM 103 	Fund Speech-Communication	3
FYS 100	First Yr Sem Critical Thinking	3

MUSP 101	Basic Musicianship	3
Core II Social Science		3
UNI 100	Freshman First Class	1
Credit Hours		16

Spring

MTH 121 	Concepts and Applications (CT)	3
MUSP 110	The Professional Musician	1
MUS 200, MUS 227, or MUS 250		3
Core II Natural Science		4
Non-Music Electives (and/or Minor)		3
Core II Fine Arts		3
Credit Hours		17



Second Year**Fall**

ACC 215 	Intro Financial Accounting(CT)	3
ENG 201 	Advanced Composition	3
MKT 340 	MKT Concepts and Applications	3
MUS 200, MUS 227, or MUS 250		3
Music Electives		2
Credit Hours		14


Spring

ENG 204	Writing for the Workplace (WI)	3
MGT 320	Principles of Management	3
MUSP 225	Intro to Music Industry	3
Non-Music Electives (and/or Minor)		3
Core II Humanities		3
Music Electives		2
Credit Hours		17


Third Year**Fall**

MUSP 326 	Music Industry Law	3
MUSP 327 	Music Business I	3
Emphasis-Specific Elective		3
Music Electives		2
Non-Music Electives (and/or Minor) (WI)		4
Credit Hours		15



Spring

LE 366	Entrep Law & Ethics	3
MUSP 325	Music Entrepreneurship	3
MUSP 427 	Music Business II	3
Emphasis-Specific Elective		3
Non-Music Electives (and/or Minor)		4
Credit Hours		16

Fourth Year**Fall**

MUSP 495 	Music Internship	3
Emphasis-Specific Elective		3
Music Electives		2
Non-Music Electives (and/or Minor)		3
Non-Music Electives (and/or Minor)		3
Credit Hours		14

Spring

JMC 424	Media Strategy	3
MUSP 475 	Music Industry Capstone	3
		
Non-Music Electives (and/or Minor)		3
Non-Music Electives (and/or Minor)		3
Credit Hours		12
Total Credit Hours		121

- Music Management, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/arts-media/music/music-industry-ba/music-management-emphasis/>)