


















# MUSIC MANAGEMENT, EMPHASIS

The Music Management emphasis within the BA in Music Industry provides students with the knowledge, skills, concepts, and methods needed for careers in music business. Students engage with the financial, artistic, and ethical issues involved in the contemporary music scene. The BA in Music Industry requires an Area of Emphasis for the major to be completed.

## 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
<b>Core Curriculum</b>		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
ACC 215 	Intro Financial Accounting(CT)	3
MTH 121 	Concepts and Applications (CT)	3
<i>Core 2</i>		
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		4
Core II Social Science		4
Core II Fine Arts		4
<i>Additional University Requirements</i>		
Writing Intensive		3
Writing Intensive		3
Multicultural/International		3
MUSP 475 	Music Industry Capstone	3
		
<b>Major Requirements</b>		<b>28</b>
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
<b>Music Management Emphasis</b>		<b>64</b>

MUSP 101	Basic Musicianship	3
ACC 215 	Intro Financial Accounting(CT)	3
ENG 204	Writing for the Workplace	3
JMC 424	Media Strategy	3
LE 366	Entrep Law & Ethics	3
MGT 320	Principles of Management	3
MKT 340 	MKT Concepts and Applications	3
<i>Music Electives</i>		<b>8</b>
Select 8 credits from one of the following 3 options:		
Applied Music/Ensembles Option <sup>1</sup>		
Applied Music (MUSA), 4 credits		
Music Ensembles (MUSE), 4 credits		
Music Production Option		
MUS 218	Intro to Music Technology	
MUS 219	Digital Recording Techniques	
MUS 432	Music Production	
MUS 270	Musical Prods Practicum	
MUS 470	Musical Prods Practicum	
Music Electives Option <sup>1</sup>		
Any MUS, MUSA, MUSE, or MUSP courses, 8 credits		
<i>Emphasis-Specific Electives</i>		<b>9</b>
Select 9 credits from the following:		
ENT 320	Marketing for Entrepreneurs	
JMC 241	Media Design	
JMC 406	Creative Branding	
MKT 400	Social Media Marketing	
MKT 430	Digital Marketing	
<i>Non-Music Electives (and/or Minor)</i>		<b>26</b>



<sup>1</sup> 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


 - 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
<b>Credit Hours</b>		<b>16</b>

### 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
<b>Credit Hours</b>	<b>17</b>
<b>Second Year</b>	
<b>Fall</b>	
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
<b>Credit Hours</b>	<b>14</b>
<b>Spring</b>	
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
<b>Credit Hours</b>	<b>17</b>
<b>Third Year</b>	
<b>Fall</b>	
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
<b>Credit Hours</b>	<b>15</b>
<b>Spring</b>	
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
<b>Credit Hours</b>	<b>16</b>
<b>Fourth Year</b>	
<b>Fall</b>	
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
<b>Credit Hours</b>	<b>14</b>
<b>Spring</b>	
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
<b>Credit Hours</b>	<b>12</b>
<b>Total Credit Hours</b>	<b>121</b>