

Music Industry

Degree Offered

- Master of Arts in Music Industry

MUSIC INDUSTRY - MA

The music industry is a vibrant, multi-billion dollar global industry, vast in scope and reach, offering a product that is deeply ingrained into the fabric of every country and culture, across social strata, around the world. As such, it offers extensive professional opportunities to those who are trained, knowledgeable, and versed in its systems, methods, and practices.

The Master of Arts Program in Music Industry at the School of Music offers such knowledge and training by providing an engaging, systematic, and rigorous course of study leading to analytical, creative, regulatory, and entrepreneurial understanding and skills necessary to succeed in today's complex and challenging music industry field.

The program is offered online as a high quality graduate-level distance-learning opportunity. The program will provide all students possessing appropriate interest, qualifications, and ambition, regardless of their geographic location, access to extensive academic training and acquisition of professional skills necessary for building or furthering their careers in the music industry.

Admissions and Performance Standards

Admission is selective and competitive. Minimum application materials will include the following:

- a bachelor's degree from an accredited university and a GPA of 3.0 or higher;
- GRE results with minimum scores including 153 on the verbal and 144 on the quantitative GRE sections. (The GRE requirement may be waived if the student's Bachelor's Degree GPA is 3.3 or higher [on a 4.0 scale], and/or if his/her professional experience in the industry exceeds 5 years, with strong academic and/or professional recommendations.)
- a curriculum vitae
- a 500 word essay describing student's professional preferences, goals and aspirations.

Course Requirements

If a student has not already completed the following undergraduate course(s) prior to registering for the program, they must complete them during the first year of the program:

- Bachelor's Degree in Music earned - Undergraduate Accounting / Financial Management course needed
- Bachelor's Degree in Business earned - Undergraduate Music Appreciation course needed
- Other Bachelor Degree(s) earned - Undergraduate Accounting / Financial Management course and Undergraduate Music Appreciation course needed

Degree Requirements

Minimum Grade in any course: C-.

Minimum GPA requirement: 2.75.

Music Industry Foundations Module (9 credits)

Required course: 3

MUSC 611 Music Industry Regulations

Select two courses from the following: 6

MUSC 610 Foundations of Recording Industry

MUSC 616 Foundations of Music Publishing Industry

MUSC 617 Development of Music Technology

Music Commerce, Management, and Operations Module (18 credits)

Required courses: 12

MUSC 612 Music Product Advancement

MUSC 613 Music Performance Organization and Commerce

MUSC 614 Advanced Recording Industry

MUSC 615 Advanced Music Publishing

Select two from the following: 6

MUSC 619 Music in Multimedia

MUSC 620	International Music Industry	
MUSC 621	Artist Representation	
Music Production Methods and Technology Module (3 credits)		
Select one from the following:		3
MUSC 623	Recording Production	
MUSC 624	Live Music Production	
Industry Project (3 credits)		
Required course:		3
MUSC 626	Music Industry Project	
Total Hours		33

Suggested Plan of Study

The required Music Industry Foundations course, MUSC 611, must be taken prior to any of the required and elective Music Commerce, Management, and Operations Module courses can be taken. All of the other elective courses can be taken anytime. MUSC 626 can only be taken after all required and elective courses are successfully completed, and a student has earned 30 credits in the program.

First Year

Fall	Hours Spring	Hours Summer	Hours
MUSC 611	3 MUSC 613	3 Select one of the following:	3
MUSC 615	3 MUSC 614 Select one of the following: MUSC 610 MUSC 616 MUSC 617	3 MUSC 619 3 MUSC 620 MUSC 621	
	6	9	3

Second Year

Fall	Hours Spring	Hours
Select one of the following: MUSC 619 MUSC 620 MUSC 621	3 MUSC 612 MUSC 626	3 3
Select one of the following: MUSC 623 MUSC 624	3	
Select one of the following: MUSC 610 MUSC 616 MUSC 617	3	
	9	6

Total credit hours: 33

Major Learning Goals

MUSIC INDUSTRY

Students who earn the Master of Arts in Music Industry will develop the following:

- The ability to delineate and analyze current music industry regulations regarding their commercial implications, business opportunities, and appropriate music industry management practices across the industry income streams.
- The knowledge of the historical progress and development of various music business sectors and relevant regulatory frameworks in demonstrating mastery and understanding of the present music business regulations, systems and methods.

- The ability to perform and manage standard and management level music business procedures and processes utilized in the music publishing, recording, and live music industries, including conception and management of various music product development and placement strategies and plans.
- The ability to construct and evaluate budgets and financial projections across the music industry income streams based on the project parameters, and the relevant market level, regulations, indicators and trends.
- The ability to plan and manage music production processes and activities in recording and live music business sectors including scheduling, budgeting, equipment, personnel, union issues, and regulatory requirements.
- The ability to utilize the music industry research and analysis knowledge and skills to make a constructive contribution to the scholarship in the field, and/or to create a proper business opportunity, or to productively manage a music product, so to create new value and generate positive returns on investments.

Graduate Certificate in Music Industry

CERTIFICATE CODE - CG36

Required Courses

MUSC 611	Music Industry Regulations	3
MUSC 612	Music Product Advancement	3
MUSC 613	Music Performance Organization and Commerce	3
MUSC 614	Advanced Recording Industry	3
MUSC 615	Advanced Music Publishing	3
Total Hours		15