

# Music Business and Industry, M.A.

## Degree Offered

- Master of Arts

## Nature of the Program

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 Business and 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 music business and industry.

The School of Music also offers a Graduate Certificate in Music Industry.

## Admissions

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 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

## Admission Requirements 2023-2024

The Admission Requirements above will be the same for the 2023-2024 Academic Year.

Major Code: 2552

## Degree Requirements

Code	Title	Hours
Minimum Grade in any course: C-.		
Minimum GPA requirement: 2.75.		
<b>Music Industry Foundations Module</b>		<b>9</b>
MUSC 611	Music Industry Regulations	
MUSC 610	Foundations of Recording Industry	
MUSC 617	Development of Music Technology	
<b>Music Commerce, Management, and Operations Module</b>		
Required courses:		<b>12</b>
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	
<b>Music Production Methods and Technology Module</b>		<b>3</b>
Select one from the following:		
MUSC 623	Recording Production	
MUSC 624	Live Music Production	
<b>Industry Project</b>		<b>3</b>
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		3 MUSC 619		
		Select one of the following:		3 MUSC 620		
		MUSC 610		MUSC 621		
		MUSC 617				
		6		9		3

### Second Year

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

Total credit hours: 33

## Major Learning Outcomes

### MUSIC BUSINESS AND INDUSTRY

Students who earn the Master of Arts in Music Business and 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.