

Music Business and Industry, B.A.

Degree Offered

- Bachelor of Arts

Nature of the Program

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 BA in Music Business and Industry offers two tracks (areas of emphasis) students may select: applied music (which includes private instrument or voice lessons) or multi-instrumental (where students are engaged in group instrumental/vocal lessons).

The Music Business and Industry program provides 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 full course of study that includes courses in music, music industry, and business, combined with the University's General Education Foundations curriculum, is designed in line with the College of Creative Arts and Media's mission of educating artists, teachers, and scholars through an experiential, student-centered approach to learning. The Music Business and Industry program includes courses in intellectual property in music industry, music publishing, live music industry, recording industry, music product development and placement, and recording technology.

Admissions for 2025-2026

Acceptance into an undergraduate music degree program is contingent upon both admission to WVU as an undergraduate student and a successful performance audition. Auditions are held from late fall through the early spring semester. For maximum scholarship consideration, students are encouraged to complete the application (including audition) before March 1. Audition information can be found on the College's website or by contacting the CCAM Office of Recruitment at (304) 293-4339. Special accommodations may be made by contacting the School of Music at (304) 293-4532 or Music@mail.wvu.edu.

For admission consideration, all students must submit separate applications to the University and to the School of Music. The audition is a preliminary assessment of a student's potential for success. For the Bachelor of Science in Music and Health, students must audition at a minimum performance level four. If a student is admitted, their standing is confirmed or revised after the first semester of study.

Students should own their own instrument under normal circumstances (except for piano).

1. Apply to West Virginia University (How to Apply (<https://admissions.wvu.edu/how-to-apply/>))
2. Audition for the School of Music (Apply Now (<https://wvuca.wufoo.com/forms/w1qjwnk21fcr23v/>))

Acceptance into an undergraduate music degree program requires admission to WVU as an undergraduate student and a successful audition and/or interview. The audition and/or interview is a preliminary assessment of a student's potential for success in their intended major.

- BA Music - audition required
- BA Music Business and Industry: Applied Music Emphasis - audition required
- BA Music Business and Industry: Multi-instrumental Emphasis - interview required (no audition)
- BM Composition - audition and portfolio review required
- BM Music Education - audition and interview required
- BM Music Therapy - audition and interview required
- BM Performance - audition required
- BS Music and Health - audition required

Students who cannot attend one of our regularly scheduled audition days should contact the School of Music at: (304) 293-4532 or Music@mail.wvu.edu.

Music majors can change from one music curriculum to another with faculty approval, particularly during the freshman or sophomore year, without significant loss of course credit. Students are encouraged to explore and follow the curriculum for which they are best qualified and in which they can achieve the greatest success. Evaluation of students' work by the School of Music faculty informs these decisions. If students wish a broader, liberal arts-oriented program, they may pursue a Bachelor of Arts (BA) in Music.

Area of Emphasis Information

BA IN MUSIC BUSINESS AND INDUSTRY PROGRAM / AREA OF EMPHASIS: APPLIED MUSIC ENTRANCE REQUIREMENTS

Acceptance into the Bachelor of Arts in Music Business and Industry degree program is contingent upon admission to WVU as an undergraduate student and a successful interview. Each student applying for the BA in Business and Music Industry program will complete an interview process with one or more representatives from the Music Business and Industry program. Other School of Music staff may be present as well. The interview process covers information about the student's educational history, preparation for the music industry degree program, interest in music industry as a career, and any other information the student would like to share with the interviewer.

MUSIC PERFORMANCE AUDITION REQUIREMENT

All the prospective majors who wish to enroll in the program's Area of Emphasis: Applied Music will be required to pass a successful instrumental/vocal performance audition in order to be admitted into the program. Students who pursue this area emphasis must audition at a performance level 2, or above, on their principal instrument/voice to be admitted to the BA in Business and Music Industry program. Auditions for such incoming majors are held principally in November, February, and March in Morgantown. Audition information can be found on the College's website or by contacting the CCAM Office of Recruitment at (304) 293-4339. Special accommodations may be made by contacting the School of Music at (304) 293-4532 or Music@mail.wvu.edu.

All admitted students should own their own instrument under normal circumstances (except for piano) and a portable (folding) music stand.

ADDITIONAL REQUIREMENTS:

High school graduates from West Virginia and non-residents are eligible to be considered for admission to the program with a 2.5 grade point average and either a composite ACT score of 19 or a combined math and critical reading SAT score of 910. If space is available and the required high school units, GPA, and test scores are met, the student will be admitted. Therefore, we encourage eligible students to apply as soon as possible after September 15 of their senior year. If one of the requirements is not met, students may still apply, and the Music Business and Industry Program Director will review the application. If appropriate, students should submit a written statement explaining any extenuating circumstances that might have affected their academic performance.

BA IN MUSIC BUSINESS AND INDUSTRY PROGRAM / AREA OF EMPHASIS: MULTI- INSTRUMENTAL

ENTRANCE REQUIREMENTS

Acceptance into the Bachelor of Arts in Business and Music Industry degree program is contingent upon admission to WVU as an undergraduate student and a successful interview. Each student applying for the BA in Music Business and Industry program will complete an interview process with one or more representatives from the Music Business and Industry program. Other School of Music staff may be present as well. The interview process covers information about the student's educational history, preparation for the music industry degree program, interest in music industry as a career, and any other information the student would like to share with the interviewer.

MUSIC PERFORMANCE AUDITION REQUIREMENT

Music performance audition is not required for this Area of Emphasis.

ADDITIONAL REQUIREMENTS:

High school graduates from West Virginia and non-residents are eligible to be considered for admission to the program with a 2.5 grade point average and either a composite ACT score of 19 or a combined math and critical reading SAT score of 910. If space is available and the required high school units, GPA, and test scores are met, the student will be admitted. Therefore, we encourage eligible students to apply as soon as possible after September 15 of their senior year. If one of the requirements is not met, students may still apply, and the Music Business and Industry Program Director will review the application. If appropriate, students should submit a written statement explaining any extenuating circumstances that might have affected their academic performance.

Major Code: 3706

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6

ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Curriculum Requirements

Code	Title	Hours
University Requirements		40
Music Industry Program Requirements		32
Music Industry Major Requirements		48
Total Hours		120

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 3, 4, and 5		19
MUSC 191	First-Year Seminar	2
General Electives		19
Total Hours		40

Music Industry Program Requirements

Code	Title	Hours
Minimum grade of C- is required in all Music Industry courses *		
Minimum GPA of 2.5 in all MUSC courses *		
Business Courses		
ACCT 201	Principles of Accounting 1	3
ECON 200	Survey of Economics	3
BCOR 350	Principles of Marketing	3
BCOR 370	Principles of Management	3
or BCOR 340	Principles of Finance	
Music Courses		
MUSC 161	Aural Theory 1	2
MUSC 162	Written Theory 1	3
MUSC 163	Aural Theory 2	2
MUSC 164	Written Theory 2	3
Select one of the following:		3
MUSC 111	Introduction to Music	
MUSC 113	American Popular Music	
MUSC 114	Music and the Immigrant Experience	
MUSC 115	Introduction to History of Jazz	
MUSC 116	Music in World Cultures	
MUSC 118	Music in Appalachia	

MUSC 151	Hip Hop Nation: Musical and Conceptual Foundations of a Cultural Revolution	
MUSC 261	Aural Theory 3	2
MUSC 270	History of Western Musical Traditions 1 (GEF 6)	3
or MUSC 271	History of Western Musical Traditions 2	
Select one of the following:		2-3
MUSC 362	Instrumentation and Orchestration	
MUSC 364	Popular Music Analysis Seminar	
MUSC 365	Songwriting: Composition and Analysis	
MUSC 461	Counterpoint, 16th Century	
MUSC 462	Counterpoint, 18th Century	
MUSC 463	Analysis of Eighteenth and Nineteenth Century Music	
MUSC 464	Compositional Techniques in Contemporary Music	
MUSC 465S	Electronic Music	
MUSC 468	Jazz and Commercial Music Harmony	
Music Convocation		
MUSC 189	Music Convocation (2 semesters)	0
Total Hours		32

Music Industry Major Requirements

Code	Title	Hours
Minimum grade of C- is required in all Music Industry courses *		
Minimum GPA of 2.5 in all MUSC courses *		
MUSC 410	Introduction to Music Industry	3
MUSC 411	Intellectual Property in Music Industry	3
MUSC 412	Music Product Development and Placement	3
MUSC 413	Live Music Industry	3
MUSC 414	Recording Industry	3
MUSC 415	Music Publishing	3
MUSC 491	Professional Field Experience	3
Music Industry Electives:		6
MUSC 236	Introduction to Recording Technology	
MUSC 336	Introduction to Digital Audio Workstation	
MUSC 460A	Electronic Music Composition	
MUSC 466	Techniques for Electronic Music Performance	
MUSC 495	Independent Study	
Required Area of Emphasis		18
Applied Music		
Multi-Instrumental		
Capstone		
MUSC 492	Directed Study	3
Total Hours		48

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This does not supersede or replace the University's D/F repeat policy.

Areas of Emphasis

- Applied Music (p. 5)
- Multi-Instrumental (p. 6)

Applied Music Area of Emphasis Requirements

Code	Title	Hours
A minimum grade of C- is required in all music industry courses.		
A minimum GPA of 2.5 in all MUSC courses.		
Applied Lessons *minimum proficiency level 5 required		
Applied Music 100 Level (MUSC 121-127)		4
Applied Music 200 Level (MUSC 221-227)		4
Applied Music 300 Level (MUSC 321-327)		4
Music Ensemble (6 semesters)		6
MUSC 300	Band: Wind Symphony	
MUSC 300A	Band: Symphonic	
MUSC 300B	Band: Marching	
MUSC 302	University Community Choir	
MUSC 303	Orchestra	
MUSC 305	Chamber Singers	
MUSC 306	University Mountaineer Chorus	
MUSC 353	Jazz Ensemble 1	
MUSC 350	Jazz Ensemble 2	
Total Hours		18

SUGGESTED PLAN OF STUDY

First Year

Fall	Hours	Spring	Hours
MUSC 161		2 MUSC 121-127 Applied Lesson	2
MUSC 162		3 MUSC 163	2
MUSC 191		2 MUSC 164	3
MUSC 121-127 Applied Lesson		2 MUSC 189	0
MUSC 410		3 Foreign Language (GEF 8)	3
ENGL 101 (GEF 1)		3 GEF 3	3
Foreign Language (GEF 7)		3 Select one of the following:	3
		MUSC 111	
		MUSC 113	
		MUSC 114	
		MUSC 115	
		MUSC 116	
		MUSC 118	
		MUSC 151	
		18	16

Second Year

Fall	Hours	Spring	Hours
MUSC 221-227 Applied Lesson		2 MUSC 189	0
MUSC 261		2 MUSC 415	3
Select one of the following:		2-3 ACCT 201	3
MUSC 364		MUSC 221-227 Applied Lesson	2
MUSC 365		Music Ensemble	1
MUSC 461		Foreign Language (GEF 8)	3
MUSC 462		GEF 2	4
MUSC 463			
MUSC 464			
MUSC 465S			
MUSC 468			

MUSC 469		
MUSC 362		
MUSC 411	3	
Music Ensemble	1	
ECON 200	3	
Foreign Language (GEF 8)	3	
ENGL 102 (GEF 1)	3	
	19	16

Third Year

Fall	Hours	Spring	Hours
MUSC 270 or 271 (GEF 6)		3 MUSC 414	3
MUSC 413		3 MUSC 321-327 Applied Lesson	2
MUSC 321-327 Applied Lesson		2 Music Ensemble	1
Music Ensemble		1 Music Industry Elective	2
BCOR 350		3 GEF 4	3
		GEF 5	3
	12		14

Fourth Year

Fall	Hours	Spring	Hours
MUSC 412		3 MUSC 491	3
BCOR 370		3 MUSC 492 (Capstone)	3
Music Industry Elective		2 Music Industry Elective	2
Music Ensemble		1 Music Ensemble	1
Electives		6 Electives	3
	15		12

Total credit hours: 122

Multi-Instrumental Area of Emphasis Requirements

Code	Title	Hours
A minimum grade of C- is required in all music industry courses.		
A minimum GPA of 2.5 in all MUSC courses.		
MUSC 100 or MUSC 110	Fundamentals of Music Theory Fundamentals of Music	1
Group Instrumental Lessons *		6-7
Four credits minimum in piano and two credits minimum in guitar		
MUSC 130S	Piano Class 1	
MUSC 131S	Piano Class 2	
MUSC 132S	Piano Class 3	
MUSC 133S	Piano Class 4	
MUSC 136S	Guitar Class 1	
And any other group instrumental/vocal classes available.		
Music Ensemble (minimum of 3 hours must be at 300-level and above) **		5
MUSC 101	Band: Concert (Section 001)	
MUSC 302	University Community Choir	
MUSC 305	Chamber Singers (Sections 001 or 002)	
MUSC 354	Gamelan	
MUSC 355	Steel Band	
MUSC 356	African Music Ensemble	
MUSC 357	Brazilian Music Ensemble	
MUSC 358	Experiential Music Ensemble	

MUSC 359 Taiko Ensemble

And any ensemble available that does not require audition, or for which a student passes the audition.

Music Electives (any MUSC 300-level and above courses)	6
Total Hours	18

SUGGESTED PLAN OF STUDY

First Year

Fall	Hours	Spring	Hours
MUSC 100 or 110		1-3 MUSC 130S	1
MUSC 191		2 MUSC 189	0
MUSC 410		3 Select one of the following:	3
ECON 200		3 MUSC 111	
ENGL 101 (GEF 1)		3 MUSC 113	
Foreign Language (GEF 7)		3 MUSC 114	
		MUSC 115	
		MUSC 116	
		MUSC 118	
		MUSC 151	
		Music Elective	2
		Foreign Language (GEF 8)	3
		GEF 2	4
		GEF 3	3
		15	16

Second Year

Fall	Hours	Spring	Hours
MUSC 131S		1 MUSC 132S	1
MUSC 161		2 MUSC 163	2
MUSC 162		3 MUSC 164	3
MUSC 189		0 MUSC 415	3
MUSC 411		3 Music Ensemble	1
Music Ensemble		1 Music Elective	2
ENGL 102 (GEF 1)		3 Foreign Language (GEF 8)	3
Foreign Language (GEF 8)		3 ACCT 201	3
		16	18

Third Year

Fall	Hours	Spring	Hours
MUSC 133S		1 MUSC 136S	1
MUSC 136S		1 MUSC 414	3
MUSC 261		2 Music Ensemble	1
Select one of the following:		2-3 Music Industry Elective	2
MUSC 362		GEF 4	3
MUSC 364		GEF 5	3
MUSC 365			
MUSC 461			
MUSC 462			
MUSC 463			
MUSC 464			
MUSC 465S			
MUSC 468			
MUSC 469			
MUSC 270 or 271 (GEF 6)		3	
MUSC 413		3	

Music Ensemble	1	
Music Industry Elective	2	
BCOR 350	3	
	18	13

Fourth Year

Fall	Hours	Spring	Hours
MUSC 412		3 MUSC 491	3
Music Ensemble		1 MUSC 492 (Capstone)	3
Music Elective		2 Music Industry Elective	2
BCOR 370 or 340		3 Electives	5
Electives	4		
	13		13

Total credit hours: 122

Major Learning Outcomes

MUSIC BUSINESS AND INDUSTRY

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

- The ability to integrate knowledge and skills in music, music industry, and business, to address issues, projects, and problems in the music industry.
- Make independent, logical evaluations and judgements associated with the work of one or more sectors of the music industry.
- The capacity to pose, analyze, and solve problems with an understanding of the interrelationships and interdependencies of various interests and influences on the music industry.
- Knowledge and skills in various aspects of the music industry and business more generally through study and personal experience.