

Music Business Bachelor of Science

Degree Type

Bachelor of Science

Environment

campus

Program Length

80 weeks

Overview

To maximize an artist's potential, every job in the music industry needs to work in harmony. By applying a real-world approach and utilizing authentic scenarios, the Music Business curriculum prepares students to become music business professionals working with major record labels, online streaming sites, music publishers, booking agencies, concert promoters, artist management firms, and more. To be an effective player in music business, it's not just important to be good at what you do but also to be well versed in the many different roles within the industry. For example, a band's publicist may not need to book a tour, but being aware of how and why that tour is routed a certain way is invaluable knowledge when it comes to forming a media strategy. By teaching you about the many different roles in the business, the Music Business curriculum allows you to not only focus on what you do best but also to ensure that your contributions to the big picture are as effective as possible. You will learn these roles through courses in music-specific business subjects such as artist management, music copyright and publishing, concert management and touring, and music evaluation for artists and repertoire, as well as general business concepts such as finance, leadership, and marketing. In addition to business-specific topics, you will also have courses focusing on communication skills, physical science, professional writing, and how to prepare for a career in the music industry.

Objective

Bachelor's Objective The goal of the Music Business Bachelor of Science degree program is to provide you with focused knowledge and understanding of essential business and management skills to enhance your ability to become a successful music business professional in a variety of fields, including recording, artist management, concert management, music publishing, music marketing, music supervision, retail, and distribution. Completing the Music Business Bachelor of Science degree program will provide you with a portfolio of real-world projects to further your careers as an entrepreneur and leader in the music industry. It will prepare you for entry-level positions with record labels, music publishers, artist-management firms, concert promoters, and music-technology companies.

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0
DEP1013	Psychology of Play	3.0

Month 2

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0
ENC1101	English Composition I	4.0

Month 3

Code	Title	Credit Hours
MAN2021	Business Management	4.0
MKT210	Introduction to Marketing	4.0

Month 4

Code	Title	Credit Hours
MGF1213	College Mathematics	4.0

Month 5

Code	Title	Credit Hours
BUL2100	Business Law	4.0
ENTB2714	Data Analysis and Reporting	3.0

Month 6

Code	Title	Credit Hours
BUS119	Project and Portfolio I: Personal Branding	3.0

Month 7

Code	Title	Credit Hours
HUM1505	Popular Culture in Media	4.0
ECO2005	Introduction to Economics	4.0

Month 8

Code	Title	Credit Hours
BUS229	Project and Portfolio II: Market Research	3.0
ENTC111	Professional Development Seminar I: Entertainment Business	1.0

Month 9

Code	Title	Credit Hours
MCM1203	New Media Tools	4.0
ACG3223	Business Accounting	4.0

Month 10

Code	Title	Credit Hours
ENT239	Project and Portfolio III: Entertainment Business	3.0
ENTC222	Professional Development Seminar II: Entertainment Business	1.0

Month 11

Code	Title	Credit Hours
MUB3311	Music Business Models	3.0
ENC326	Professional Writing	4.0

Month 12

Code	Title	Credit Hours
MUB481	Artist Management	4.0

Month 13

Code	Title	Credit Hours
MUB3513	Music Evaluation for Artists and Repertoire	3.0
MAN3152	Leadership and Organizational Behavior	4.0

Month 14

Code	Title	Credit Hours
MUM3308	Music Copyright and Publishing	4.0
MBB349	Project and Portfolio IV: Music Business	3.0

Month 15

Code	Title	Credit Hours
MUM3733	Music Business Marketing	4.0

Month 16

Code	Title	Credit Hours
MUB4361	Music Retail and Distribution	3.0
MBB359	Project and Portfolio V: Music Business	3.0

Month 17

Code	Title	Credit Hours
ENTB3013	Principles of Business Finance	4.0
MUB4716	Music Supervision	3.0

Month 18

Code	Title	Credit Hours
PHY1020	Fundamentals of Physical Science	4.0
MBB469	Project and Portfolio VI: Music Business	3.0

Month 19

Code	Title	Credit Hours
MUB461	Concert Management and Touring	4.0

Month 20

Code	Title	Credit Hours
BUS479	Project and Portfolio VII: Strategic Proposal	3.0
CRR4000	Career Readiness	4.0
Total Credit Hours		120

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.
- This program is no longer accepting new enrollments.