

Music Business Associate of Applied Science

Degree Type

Associate of Applied Science

Environment

campus

Program Length

52 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

Associate of Applied Science The goal of the Music Business Associate of Applied Science degree program is to provide you with focused knowledge and understanding of essential business and management skills to enhance your ability to become successful music business professionals. Entry-level positions such as executive assistants, sales assistants, marketing assistants, promotions assistants, or project coordinators are some of the career opportunities you will be prepared for with record labels, music publishers, artist-management firms, concert promoters, and music-technology companies. Completing the Music Business Associate of Applied Science degree program will provide you with a solid set of career-focused foundational competencies. This career-focused education will equip you with a portfolio of real-world projects to further your career as an entrepreneur and leader in the music industry.

This program is designed to be paired with the [Business Bachelor of Science Completion Program with a Concentration in Music Business](#) degree program. [Apply today](#) to get started.

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0

Month 2

Code	Title	Credit Hours
DEP1013	Psychology of Play	3.0
ENC1101	English Composition I	4.0

Month 3

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0

Month 4

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

Month 5

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

Month 6

Code	Title	Credit Hours
ECO2005	Introduction to Economics	4.0

Month 7

Code	Title	Credit Hours
ENTB2714	Data Analysis and Reporting	3.0

Month 8

Code	Title	Credit Hours
BUS229	Project and Portfolio II: Market Research	3.0
ENT3111	Professional Development Seminar I: Entertainment Business	1.0

Month 9

Code	Title	Credit Hours
BUL2100	Business Law	4.0

Month 10

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

Month 11

Code	Title	Credit Hours
ENT239	Project and Portfolio III: Entertainment Business	3.0
ENT3222	Professional Development Seminar II: Entertainment Business	1.0

Month 12

Code	Title	Credit Hours
MUB3311	Music Business Models	3.0

Month 13

Code	Title	Credit Hours
MUB481	Artist Management	4.0
MUM3308	Music Copyright and Publishing	4.0
Total Credit Hours		63

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.
- Associate of Applied Science (A.A.S.) degree programs are designed to prepare students for entry into technical and professional fields. A.A.S. degree programs are fully transferable into related Full Sail University bachelor's programs. The transferability of credit from Full Sail to another institution is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credits will be accepted by another college.