

MBB349 : Project and Portfolio IV: Music Business

The Project and Portfolio IV: Music Business course combines hands-on learning experiences with summative and formative portfolio assessments. Using talent-evaluation skills, students in this course will identify an unsigned artistâ€”based on specified parametersâ€”and conduct an interview to assess the artistâ€™s goals and strengths. After researching the active market, students will develop a presentation for a record label, talent buyer, artist manager, sponsor, or booking agent on behalf of their selected talent. By the end of the course, students will create a one-sheet and construct a compelling pitch for a targeted entertainment-related business.

Credits 3