

# MBB359 : Project and Portfolio V: Music Business

The Project and Portfolio V: Music Business course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will identify a new or emerging artist that is in need of further development. They will conduct an analysis of the artist's current status, research recent industry success stories from more established artists, and collaborate to determine a set of activities that may be implemented to further their chosen artist's growth. Students will also devise a recommended career plan for achieving long-term success.

**Credits** 3