

# Music Business Associate of Science

## Degree Type

Associate of Science

## Environment

campus

## Program Length

40 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's Objective** The goal of the Music Business Associate 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 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 Science degree program will provide you with a portfolio of real-world projects to further your career as an entrepreneur and leader in the music industry.

## Month 1

Month 1

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

## Month 2

Month 2

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

## Month 3

Month 3

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MAN2021	Business Management	4.0
MKT210	Introduction to Marketing	4.0

## Month 4

Month 4

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MGF1213	College Mathematics	4.0

## Month 5

Month 5

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUL2100	Business Law	4.0
ENTB2714	Data Analysis and Reporting	3.0

## Month 6

Month 6

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS119	Project and Portfolio I: Personal Branding	3.0

## Month 7

Month 7

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
HUM1505	Popular Culture in Media	4.0
ECO2005	Introduction to Economics	4.0

## Month 8

Month 8

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

## Month 9

Month 9

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCM1203	New Media Tools	4.0
ACG3223	Business Accounting	4.0

## Month 10

Month 10

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
ENT239	Project and Portfolio III: Entertainment Business	3.0
ENTC222	Professional Development Seminar II: Entertainment Business	1.0
	<b>Total Credit Hours</b>	<b>60</b>

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.