

# 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

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

## Month 11

Month 11

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MUB3311	Music Business Models	3.0
ENC326	Professional Writing	4.0

## Month 12

Month 12

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MUB481	Artist Management	4.0

## Month 13

Month 13

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

## Month 14

Month 14

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

## Month 15

Month 15

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MUM3733	Music Business Marketing	4.0

## Month 16

Month 16

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

## Month 17

Month 17

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
ENTB3013	Principles of Business Finance	4.0
MUB4716	Music Supervision	3.0

## Month 18

Month 18

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

## Month 19

Month 19

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MUB461	Concert Management and Touring	4.0

## Month 20

Month 20

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

Please Note

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