

MASTER OF ARTS IN MUSIC BUSINESS

Guided by the mission and purposes of the **Master of Arts in Music Industry** program, the curriculum will adhere to the following seven Program Learning Outcomes:

MA PLO 1: Professional Knowledge

Students will be able to demonstrate broad professional knowledge in the language, communication, strategic trends, and legal concepts as practiced in areas of publishing, recording, licensing, artist management and promotion in the music and entertainment industry.

MA PLO 2: Historical Influences

Students will be able to demonstrate knowledge of the evolution of business roles and structures in the popular music industry and how they influence current practices and trends.

MA PLO 3: Critical Thinking in Music Business Students will be able to demonstrate the ability to critically analyze and solve problems that are characteristic in the study and practice of music business.

MA PLO 4: Songwriting Process, Form and Structure

Students will be able to demonstrate knowledge of musical structure, harmonic language and lyric composition through the analysis of multiple song genres and elements of music production.

MA PLO 5: Business Technology

Students will be able to demonstrate competency in using computer technology and online tools such as social media and streaming platforms in the practice of monetizing music and media content.

MA PLO 6: Strategic Planning

Students will be able to demonstrate the ability to synthesize professional knowledge and entrepreneurial concepts to create a business strategy supported by financial planning and marketing.

MA PLO 7: Music Business in Society

Students will be able to demonstrate an understanding of the impact of music on society and culture, and the ethical standards applicable to the music industry.

MASTER OF ARTS - DEGREE PACING

65 Credits

Major Field/Specialization classes (45 credits)

Supportive classes (20 credits)

QUARTER 1

CODE	COURSE	CREDITS
IND-520	A&R Strategy in a Complex Ecosystem	2
IND-523	Marketing Strategy & Asset Creation	2
IND-531	Industry Leadership Principles	2
IND-632	The Business of Philanthropy: Fundraising, Grant Writing, and Program Development	1
IND-511	Independent Studio & DAW Production for Business Majors	2
COMP-523	Integrated Songwriting Styles	2

Total Credits: 11

QUARTER 2

CODE	COURSE	CREDITS
IND-501	Advanced Music Publishing & Licensing	2
IND-620	Entrepreneurial Business Management Strategy	2
IND-530	Artists & Brand Partnerships	2
IND-521	Music Industry Data Strategy	2
IND-513	Contemporary Song Survey	2
IND-619	Music Supervision	2

Total Credits: 12

QUARTER 3

CODE	COURSE	CREDITS
IND-615	Music Industry Ethics & The Law	2
IND-522	Revenue Streams and Budgeting Strategy	2
IND-631	Intersection of Education and Entertainment	3
IND-601	Creative Solutions	2
IND-618	New Technology Development	2

Total Credits: 11

QUARTER 4

CODE	COURSE	CREDITS
IND-614	Advanced Music Business Law & Contract Negotiation	2
IND-524	Royalty Accounting & Analytics	2
IND-626	Live Event & Tour Production	2
IND-525	Music Business Practicum 1	2.5
COMP-512	Music Media Production	2

Total Credits: 10.5

QUARTER 5

CODE	COURSE	CREDITS
IND-613	Artist Management Practicum	4
IND-625	Music Business Practicum 2	2.5
IND-605	Foundations and Methods for Advertising	2
IND-617	Press and Publicity	2

Total Credits: 10.5

QUARTER 6

CODE	COURSE	CREDITS
IND-690	Thesis Project: Music Business	3
IND-635	Music Industry Internship	5
IND-512	Mastering the Art of Coaching	2
		Total Credits: 10
