B.M. IN MUSIC BUSINESS ENTERTAINMENT INDUSTRIES

Introduction
The Bachelor of Music in Music Business and Entertainment Industries is a professional degree program designed to prepare qualified musicians for careers in the business management, financial, legal, and artistic areas of the music industry. Music, business, and music business courses are combined in an interdisciplinary curriculum, which includes a minor in Marketing, Business Law, Management, Finance, Business Technology, Public Relations, or other approved business-related area. For curriculum requirements see Minors for Non-Business Students. (http://bulletin.miami.edu/undergraduate-academic-programs/business/#majorsminorstext)

Students must maintain a minimum GPA of 2.70 to remain in the MBEI Program.

Please see below for additional goals and degree requirements.

Educational Objectives

- Students will have a conceptual understanding of the structures and inter-relationships of the music and entertainment industries.
- Students will acquire knowledge and understanding of the vocabulary and terminology associated with the music and entertainment industries.
- Students will be able to comprehend and apply basic music publishing procedures including copyright administration, mechanical licensing and royalties distribution.
- Students will know how to promote and sell a music industry product.
- Students will have an understanding of the performing artist as a major economic factor in the marketplace.
- Students will develop a set of skills applicable to the music industry including: financial and project management, create and enact marketing and promotional plans, the ability to write basic agreements and licenses, and copyright management and administration.

Degree Requirements with a Business, Communication, or Entertainment-Related Minor

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ENG 105</td>
<td>English Composition I</td>
<td>3</td>
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<tr>
<td>ENG 106</td>
<td>English Composition II</td>
<td>3</td>
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<tr>
<td>MTH 113</td>
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<tr>
<td>People &amp; Society Cognate satisfied with approved Business or Communication minor</td>
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<td>STEM Cognate</td>
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Advanced Writing and Communication Skills (3 courses) AWC. See details below.

Total General Education credits = 18

Experiential Music Curriculum Core Courses

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<th>Credit Hours</th>
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<td>MX X1 (Level 1)</td>
<td>Principal Instrument Lesson &amp; Studio Class (semesters 1-4, 2 credit hours)</td>
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<td>MX X3 (Level 3)</td>
<td>Principal Instrument Lesson &amp; Studio Class (semesters 5-6, 2 credit hours)</td>
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<td>MKP 141</td>
<td>Keyboard Studies II (or MSJ 104 if enrolled in MSJ theory)</td>
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<td>or MSJ 107</td>
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<td>or MMI 107</td>
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<td>Skills Lab III: American Song Traditions</td>
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<td>MTC 208</td>
<td>Skills Lab IV (co-requisite MTC 241/MSJ 241/MMI 241)</td>
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<td>or MSJ 208</td>
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<td>or MMI 208</td>
<td>Skills Lab IV: American Song Traditions</td>
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<tr>
<td>MCY 140</td>
<td>Experiencing Music</td>
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<td>MCY 141</td>
<td>European Musical Traditions (AWC)</td>
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<td>MMI 250</td>
<td>Essential Technologies for Musicians</td>
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<td>MMI 573</td>
<td>Music Publishing</td>
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<td>MIP/MSJ/MMI/MVP Ensembles (6 semesters of 1 credit hour)</td>
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**Courses in the MBEI Major**

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<tr>
<td>MCY/MTC 300+</td>
<td>Musicology or Music Theory 300+ elective</td>
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<td>MMI 173</td>
<td>Introduction to the Music Business</td>
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</tr>
<tr>
<td>MMI 274</td>
<td>Introduction to Music Copyright Law</td>
<td>3</td>
</tr>
<tr>
<td>MMI 378</td>
<td>Music Business Agreements</td>
<td>3</td>
</tr>
<tr>
<td>MMI 537</td>
<td>Recorded Music Operations</td>
<td>3</td>
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<tr>
<td>MMI Elective</td>
<td>Select one of the following 3 AWC courses:</td>
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<tr>
<td></td>
<td>ENG 230 Advanced Professional Communication (AWC)</td>
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<td>COS 333 Business Communication (AWC)</td>
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<td>ENG 331 Legal Writing (AWC)</td>
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**Additional Requirements**

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<tr>
<td>Minor Course (approved minor required)</td>
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<tr>
<td>Business Elective (may satisfy minor course requirement)</td>
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<tr>
<td>Business Elective (may satisfy minor course requirement)</td>
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<tr>
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<td>Total credits for courses in the major = 54</td>
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**Total Credit Hours**

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<tr>
<th>Credits</th>
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Advanced Writing and Communication Skills

Courses
All students are required to successfully complete 3 Advanced Writing and Communication Skills (AWC) courses. Student degree requirements will include courses that meet the desired communication outcomes in evaluated and revised writing, speaking, stage presence, and audience engagement.

All music students will successfully complete:

1. MCY 141 Musical Trends and Traditions, which will include substantial evaluated and revised writing components.
2. MMI 537 Recorded Music Operations, which will include evaluated communication skills in attracting an audience, engaging an audience during performance, and preparing program notes or similar media as appropriate to the medium/venue.
3. ENG 230 Advanced Business Communications, COS 333 Business Communication, or ENG 331 Legal Writing which will include discipline specific communication skills.

Assessment
There will be at least 2 specific assessments in each Advanced Communications Skills course for communications or writing equivalent to 4000 words, evaluated and revised.

Suggested Plan of Study with a Required Minor in Business, Communication, or Entertainment

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<th>Year One</th>
<th>Credit Hours</th>
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<td><strong>Fall</strong></td>
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<tr>
<td>MMI 14</td>
<td>Music Industry Forum</td>
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<tr>
<td>Principal Instrument/ Voice Lesson &amp; Studio Class</td>
<td>2</td>
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<tr>
<td>MTC 140, MSJ 140, or MMI 140</td>
<td>Experiential Musicianship I</td>
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<tr>
<td>or MTC 140</td>
<td>or Experiential Musicianship I</td>
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<tr>
<td>or MSJ 140</td>
<td>or Experiential Musicianship I</td>
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<td>MTC 107, MSJ 107, or MMI 107</td>
<td>Skills Lab I</td>
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<td>or MTC 107</td>
<td>or Skills Lab I</td>
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<tr>
<td>or MSJ 107</td>
<td>or Skills Lab I</td>
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<tr>
<td>MCY 140</td>
<td>Experiencing Music</td>
</tr>
<tr>
<td>MKP 140 or MSJ 103</td>
<td>Keyboard Studies I</td>
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<tr>
<td>or Jazz Piano I</td>
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<tr>
<td>ENG 105</td>
<td>English Composition I</td>
</tr>
<tr>
<td>UMX 100</td>
<td>The University of Miami Experience</td>
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<tr>
<td>Ensemble</td>
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<tr>
<th><strong>Spring</strong></th>
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<tr>
<td>MCY 141</td>
<td>European Musical Traditions</td>
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<tr>
<td>MTC 141, MSJ 141, or MMI 141</td>
<td>Experiential Musicianship II</td>
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<tr>
<td>or MTC 141</td>
<td>or Experiential Musicianship II</td>
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<tr>
<td>or MSJ 141</td>
<td>or Experiential Musicianship II</td>
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<td>MTC 108, MSJ 108, or MMI 108</td>
<td>Skills Lab II</td>
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<tr>
<td>or MTC 108</td>
<td>or Skills Lab II</td>
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<td>or MSJ 108</td>
<td>or Skills Lab II</td>
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<td>MKP 141 or MSJ 104</td>
<td>Keyboard Studies II</td>
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<tr>
<td>MMI 173</td>
<td>Introduction to the Music Business</td>
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<td>ENG 106</td>
<td>English Composition II</td>
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<td>Ensemble</td>
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<tr>
<td>Year Two</td>
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<td>MMI 14</td>
<td>Music Industry Forum</td>
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<td>Principal Instrument/Voice Lesson &amp; Studio Class</td>
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<tr>
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<td>or MMI 207</td>
<td>or Skills Lab III: American Song Traditions</td>
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<tr>
<td>MMI 274</td>
<td>Introduction to Music Copyright Law</td>
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<tr>
<td>Business Elective</td>
<td>Finite Mathematics</td>
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<td>Ensemble</td>
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<td><strong>Credit Hours</strong></td>
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<td><strong>Spring</strong></td>
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<td>MMI 14</td>
<td>Music Industry Forum</td>
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<tr>
<td>Principal Instrument/Voice Lesson &amp; Studio Class</td>
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<td>MTC 241, MSJ 241,</td>
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<td>or Experiential Musicianship IV</td>
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<td>MTC 208, MSJ 208,</td>
<td>Skills Lab IV</td>
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<td>or MMI 208</td>
<td>or Skills Lab IV: American Song Traditions</td>
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<td>Essential Technologies for Musicians</td>
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<td>Music Industry Forum</td>
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<td>Principal Instrument/Voice Lesson &amp; Studio Class</td>
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<td>MMI 378</td>
<td>Music Business Agreements</td>
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<td>MTC or MCY Elective 300 level or higher</td>
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<td>Minor Course (P&amp;S Cognate)</td>
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<td>STEM Cognate</td>
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<td>Ensemble</td>
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<td>MMI 14</td>
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<td>MMI 573</td>
<td>Music Publishing</td>
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<td>Select one of the following Advanced Writing Communication Courses:</td>
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<td>ENG 230</td>
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<td><strong>Credit Hours</strong></td>
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<td>Year Four</td>
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**Music Business & Entertainment Industries with CAM and Required Minor in Business, Communication, or Entertainment**

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<td>Ensemble</td>
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<td>Music Industry Forum</td>
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<td>Principal Instrument/ Voice Lesson &amp; Studio Class</td>
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<td>MCY 221</td>
<td>Anglo-American Song Traditions (CAM Minor)</td>
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<td>MTC 240, MSJ 240, or MMI 240</td>
<td>Experiential Musicianship III or Experiential Musicianship III or Experiential Musicianship III</td>
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<td>MTC 207, MSJ 207, or MMI 207</td>
<td>Skills Lab III (CAM Minor) or Skills Lab III or Skills Lab III: American Song Traditions</td>
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<td>MTH 113</td>
<td>Finite Mathematics</td>
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|          | Spring | MMI 14 | Music Industry Forum | 0 |
|          |        | Principal Instrument/Voice Lesson & Studio Class | 2 |
|          |        | MTC 241, MSJ 241, or MMI 241 | Experiential Musicianship IV or Experiential Musicianship IV or Experiential Musicianship IV | 3 |
|          |        | MTC 208, MSJ 208, or MMI 208 | Skills Lab IV (CAM Minor) or Skills Lab IV or Skills Lab IV: American Song Traditions | 1 |
|          |        | MCY 222 | African-American Song Traditions (CAM Minor) | 3 |
|          |        | MMI 250 | Essential Technologies for Musicians | 3 |
|          |        | MMI 537 | Recorded Music Operations | 3 |
|          |        | Ensemble | | 1 |
|          |        | Credit Hours | | 16 |

| Year Three | Fall | MMI 14 | Music Industry Forum | 0 |
|           |      | Principal Instrument/ Voice Lesson & Studio Class | 2 |
|           |      | MMI 307 | Skills Lab V: American Pop (CAM Minor) | 1 |
|           |      | MMI 320 | Contemporary Lyric Writing (CAM Minor) | 3 |
|           |      | MMI 378 | Music Business Agreements | 3 |
|           |      | Minor Course (P&S Cognate) | | 3 |
|           |      | STEM Cognate | | 3 |
|           |      | Ensemble | | 1 |
|           |      | Credit Hours | | 16 |

|          | Spring | MMI 14 | Music Industry Forum | 0 |
|          |        | Principal Instrument/Voice Lesson & Studio Class | 2 |
|          |        | MMI 308 | Skills Lab VI: American Pop (CAM Minor) | 1 |
|          |        | MMI 573 | Music Publishing | 3 |
|          |        | Select one of the following Advanced Writing Communication Courses: | | 3 |
|          |        | ENG 230 | Advanced Professional Communication | |
|          |        | ENG 331 | Legal Writing | |
|          |        | COS 333 | Business Communication | |
|          |        | Minor Course (P&S Cognate) | | 3 |
|          |        | Ensemble | | 1 |
|          |        | Credit Hours | | 13 |
Year Four

Fall

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<td>MCY 311</td>
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Spring

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<td>MMI 445</td>
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1  MMI 307, MMI 308, and MMI 445 will satisfy one MMI Elective requirement.

**Mission**

The mission of the Music Business and Entertainment Industries Program is to prepare students for careers in the music business profession, specifically in the areas involving music publishing, and the record business. This is accomplished through courses in music business, music, and business, as well as the general education areas of English and STEM.

**Goals**

- Students will have a conceptual understanding of the structures and inter-relationships of the music and entertainment industries.
- Students will acquire knowledge and understanding of the vocabulary and terminology associated with the music and entertainment industries.
- Students will be able to comprehend and apply basic music publishing procedures including copyright administration, mechanical licensing and royalties distribution.
- Students will know how to promote and sell a music industry product.
- Students will have an understanding of the performing artist as a major economic factor in the marketplace.
- Students will develop a set of skills applicable to the music industry including: financial and project management, create and enact marketing and promotional plans, the ability to write basic agreements and licenses, and copyright management and administration.

**Student Learning Outcomes**

- Students will demonstrate knowledge of the fundamentals of the music publishing industry, including licensing, royalties, publishing agreements, and how a song catalog is commercially exploited.
- Students will demonstrate knowledge of the fundamentals of the recorded music industry, including how content is created, distributed, and marketed, and how recording agreements are structured.
- Students will demonstrate knowledge of the fundamentals of music copyright, including how it applies to musical works and sound recordings, copyright infringement, the length of copyright protection, and international treatment of music copyrights.