

# B.M. IN MODERN ARTIST DEVELOPMENT AND ENTREPRENEURSHIP

## Overview

The MADE major is a performance degree open to any instrument or principal. The course content focuses on developing skills supporting marketing, promotion, and personal branding in modern contexts. The degree plan has multiple pathways that allow students the freedom and flexibility to focus on their preferred areas of emphasis, with outcomes that lead toward a viable career of their own choosing.

The MADE major fulfills the Arts and Humanities area of knowledge requirement.

## Curriculum Requirements

### MADE Major with a Music Industry Minor

Code	Title	Credit Hours
<b>General Education Requirements MADE</b>		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II Writing About Literature and Culture	3
Quantitative Skills:		
MTH 113	Finite Mathematics	3
Areas of Knowledge:		
Arts & Humanities Cognate (9 credits) (fulfilled through the major)		
People & Society Cognate (9 credits) (fulfilled through the minor)		
STEM Cognate		
UMX 100	The University of Miami Experience	0
Advanced Writing and Communication Skills (3 courses) AWC.		
<b>Experiential Music Curriculum Core Courses <sup>1</sup></b>		
Music Industry Forum (1 credit taken each semester)		
MDE 15	MADE Forum	8
Mxx XX1 Principal Instrument Lesson & Studio Class Level 1 (semesters 1-4)		
Mxx XX3 Principal Instrument Lesson & Studio Class Level 3 (semesters 5-6)		
MDE 107	Skills Lab I	1
MDE 108	Skills Lab II	1
MDE 207	Skills Lab III: American Song Traditions	1
MDE 208	Skills Lab IV: American Song Traditions	1
MDE 140	Experiential Musicianship I	3
MDE 141	Experiential Musicianship II	3
MDE 240	Experiential Musicianship III	3
MDE 241	Experiential Musicianship IV	3
MKP 140 or MSJ 103	Keyboard Studies I (MSJ 103 if enrolled in MSJ theory) Jazz Piano I	1
MKP 141 or MSJ 104	Keyboard Studies II (MSJ 104 if enrolled in MSJ theory) Jazz Piano II	1
MCY 140	Experiencing Music	3
MCY 141	European Musical Traditions (AWC)	3
MSP 250	Essential Technologies for Musicians	3
MIN 310	Music Business and Entrepreneurship for Musicians <sup>1</sup>	3
Ensembles (semesters 1-6)		
<b>Courses in the MADE Major with MIN Minor</b>		
Mxx XX3 Principal Instrument/Voice Lesson & Studio Class Level 3 (semesters 7-8, 2 credit hours)		
Ensembles (or Advanced Skills Ensembles)(4 semesters)		

MIN 274	Introduction to Music Copyright Law <sup>1</sup>	3
Select three Music Business courses from the following:		9
MIN 378	Music Industry Agreements	
MDE 530	Entrepreneurship for Musicians	
MIN 537	Recorded Music Operations	
MIN Elective		
MDE 315	Contemporary Songwriting I	3
MIN 543	Marketing in the Music Industry <sup>1</sup>	3
MDE 404	Live Performance Musical Direction	3
MDE 445	Senior Project/Portfolio	1
COS 333	Business Communication	3
or WRS 230	Advanced Professional Communication	
or WRS 331	Legal Writing	
Arranging/Orchestration Elective with program director approval		3
Approved Music Electives (200+)		9
Approved Electives		9
<b>Total Credit Hours</b>		<b>128</b>

<sup>1</sup> EMC core courses require a grade of "C" or higher. Lessons require a grade of "B-" or higher

## 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:

- MCY 141 (<https://bulletin.miami.edu/search/?P=MCY%20141>) Musical Trends and Traditions, which will include substantial evaluated and revised writing components.
- MDE 445 Senior Project/Portfolio this course is the capstone for both the CAM and MADE programs. Students will develop and compile a portfolio of creative works that showcase their individual artistry, including but not limited to recordings, videos, songs, scores, and/or other applicable media elements. Students will also be required to organize a public performance/showcase their works. Prerequisite: MADE Major or CAM Minor
- COS 333 (<https://bulletin.miami.edu/search/?P=COS%20333>) Business Communication or ENG 200+ course (recommended courses ENG 230 or ENG 331) (<https://bulletin.miami.edu/search/?P=ENG%20331>)

### Assessment

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

Plan of Study with Music Industry Minor

Year One		Credit Hours
<b>Fall</b>		
MDE 15	MADE Forum	1
Mxx XX1 Principal Instrument/Voice Lesson & Studio Class		2
Ensemble as assigned		1
MDE 140	Experiential Musicianship I	3
MDE 107	Skills Lab I	1
MCY 140	Experiencing Music	3
MKP 140 or MSJ 103	Keyboard Studies I or Jazz Piano I	1
WRS 105	First-Year Writing I	3
UMX 100	The University of Miami Experience	0
<b>Credit Hours</b>		<b>15</b>

<b>Spring</b>		
MDE 15	MADE Forum	1
Mxx XX1 Principal Instrument/Voice Lesson & Studio Class		
MDE 141	Experiential Musicianship II	3
MDE 108	Skills Lab II	1
MCY 141	European Musical Traditions (AWC)	3
MKP 141 or MSJ 104	Keyboard Studies II or Jazz Piano II	1
MTH 113	Finite Mathematics	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Ensemble as assigned		1
<b>Credit Hours</b>		<b>18</b>
<b>Year Two</b>		
<b>Fall</b>		
MDE 15	MADE Forum	1
Mxx XX1 Principal Instrument/Voice Lesson & Studio Class		
MDE 240	Experiential Musicianship III	3
MDE 207	Skills Lab III: American Song Traditions	1
Approved Music Elective (200+)		3
MIN 173 or 310	Introduction to the Music Industry (required minor) or Music Business and Entrepreneurship for Musicians	3
STEM Cognate Course		3
Ensemble as assigned		1
<b>Credit Hours</b>		<b>17</b>
<b>Spring</b>		
MDE 15	MADE Forum	1
Mxx XX1 Principal Instrument/Voice Lesson & Studio Class		
MDE 241	Experiential Musicianship IV	3
MDE 208	Skills Lab IV: American Song Traditions	1
Approved Music Elective (200+)		3
MIN 274	Introduction to Music Copyright Law	3
Ensemble as assigned		1
MSP 250	Essential Technologies for Musicians	3
<b>Credit Hours</b>		<b>17</b>
<b>Year Three</b>		
<b>Fall</b>		
MDE 15	MADE Forum	1
Mxx XX3 Principal Instrument/Voice Lesson & Studio Class		
Approved Arranging/Orchestration Elective		3
Approved Music Elective (200 level or higher)		3
Choose one of the following:		3
MIN 378	Music Industry Agreements	
MIN 537	Recorded Music Operations	
MDE 530	Entrepreneurship for Musicians	
MIN Elective		
STEM Cognate Course		3
Ensemble as assigned		1
Ensemble as assigned		1
<b>Credit Hours</b>		<b>17</b>
<b>Spring</b>		
MDE 15	MADE Forum	1

Mxx XX3 Principal Instrument/Voice Lesson & Studio Class	2
MDE 315 Contemporary Songwriting I	3
Approved Elective	3
Choose one of the following:	3
MIN 378 Music Industry Agreements	
MDE 530 Entrepreneurship for Musicians	
MIN 537 Recorded Music Operations	
MIN Elective	
Ensemble as assigned	1
Ensemble as assigned	1
<b>Credit Hours</b>	<b>14</b>
<b>Year Four</b>	
<b>Fall</b>	
MDE 15 MADE Forum	1
Mxx XX3 Principal Instrument/Voice Lesson & Studio Class	2
ENG XXX ENG 200+ or COS 333 (recommended courses ENG 230 or ENG 331)	3
Choose one of the following:	3
MIN 378 Music Industry Agreements	
MIN 537 Recorded Music Operations	
MDE 530 Entrepreneurship for Musicians	
MIN Elective	
Ensemble as assigned	1
Approved Elective	3
STEM Cognate Course	3
<b>Credit Hours</b>	<b>16</b>
<b>Spring</b>	
MDE 15 MADE Forum	1
Mxx XX3 Principal Instrument/Voice Lesson & Studio Class	2
MDE 404 Live Performance Musical Direction	3
MDE 445 Senior Project/Portfolio	1
MIN 543 Marketing in the Music Industry	3
Approved Elective	3
Ensemble as assigned	1
<b>Credit Hours</b>	<b>14</b>
<b>Total Credit Hours</b>	<b>128</b>

## Mission

The Bachelor of Music in Modern Artist Development and Entrepreneurship is a professional degree program designed to provide the highest level of preparation for qualified performers and creatives to thrive in all aspects of the contemporary music industry.

## Educational Objectives

Upon graduation, students will have:

- A highly competitive skill set in musicianship, artistry, and entrepreneurship, including performing, writing, arranging/orchestration, recording, musical direction, marketing and promotion, copyright management and administration, as well as the ability to write basic agreements and licenses;
- A diverse and applied understanding of the music industry;
- The ability to create and execute a sound business plan, as well as a portfolio/EPK that best showcases their brand identity.

## Student Learning Outcomes

- Students will demonstrate their comprehensive skill sets in musicianship through their student portfolio artifacts such as digital albums, musical lead sheets, music videos both pre-produced and/or live performance, performance flyers/advertisements, professional social media pages and electronic press kits.

- Students will demonstrate a diverse and applied understanding of the music industry through supporting student portfolio artifacts that align with current music industry opportunities. These may include, but are not limited to, links to livestream performances, data from those performances (total viewership, post-performance engagement) and online musical connections and collaborations through their original music that should be accessible on all major streaming platforms.
- Students will demonstrate the ability to create and execute a sound business plan and prepare a portfolio/EPK through the MMI 445 course which is, generally, taken during the Spring semester of their Senior year. Plans will include artifacts in connection with the artist project. Headings will include an executive summary, customer segment, value proposition, communication channels, customer relations, cost structure, revenue streams, key partnerships, key resources, and key activities.