

# B.A. IN MUSIC INDUSTRY

## Introduction

Since 1966, the Music Industry program at the Frost School of Music has been at the forefront of music industry education. We are proud to be named as one of the top music industry programs by *Billboard* magazine each time they have published a list. Our Music Industry programs derive their strength from three key components: coursework, extra-curricular activities, and the faculty. In our Music Industry courses, students gain knowledge about virtually all aspects of the industry, including how each of the areas has evolved over time to lead us to where things are today, and how they are likely to continue evolving in the future. Through our extra-curricular activities, students gain hands-on experience in a variety of settings, including internships, student-run music enterprises, and music-industry-related organizations and clubs. Students begin their careers in the music industry the day they come to study with us. Our faculty are considered to be "pracademics," in that they are both academics and active practitioners in the music industry. They are able to draw on their extensive backgrounds, as well as their current activities, to ensure that our students understand the complexities, challenges, and opportunities of this quickly changing industry.

## Educational Objectives

- This degree requires the completion of a non-music minor.
- Students will have a conceptual understanding of the structures and inter-relationships of the music industry.
- Students will acquire knowledge and understanding of the vocabulary and terminology associated with the music industry.
- Students will be able to comprehend and apply basic music publishing procedures.
- Students will know how to promote recorded music.
- 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: project budgeting, creating and enacting marketing and promotional plans, and understanding basic agreements and licenses.

## Curriculum Requirements

Code	Title	Credit Hours
<b>General Education Requirements</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 and Humanities Cognate (9 credits) (fulfilled through the major)		
People and Society Cognate		9
STEM Cognate		9
<b>Music Curriculum Core Courses</b> <sup>1</sup>		
MSP 250	Essential Technologies for Musicians	3
Select 6 credits (2 courses) from the following Suggested MCY courses for non-music majors:		6
MCY 121	Hip-Hop History, Culture, and Globalization	
MCY 124	The Evolution of Jazz	
MCY 125	African-American Gospel Music	
MCY 127	Evolution of Rock	
MCY 131	Understanding Music	
Other approved MCY course for non-music majors		
Select 12 credits from the following list:		12
MIP 170	Marching Band	
MIN 102	Record Label/Song Marketing Practicum <sup>2</sup>	
MIN 103	Concert Marketing Practicum	
MIN 425	Event Operations Practicum	
MUE 460	Recital Recording and Sound Reinforcement (Recording Services) <sup>2</sup>	
MTC 109	Music Theory Skills I	

MVP 180	Symphonic Choir	
Suggested MCY Courses for Non-Majors (see list above)		
Other approved music courses		
<b>Courses in the BA in MIND Major</b>		
MIN 14	Music Industry Forum	8
MIN 173	Introduction to the Music Industry	3
MIN 274	Introduction to Music Copyright Law	3
MIN 378	Music Industry Agreements	3
MIN 420	Music Industry Capstone Project	3
MIN 537	Recorded Music Operations	3
MIN 543	Marketing in the Music Industry	3
MIN 545	Music Placement and Exploitation	3
MIN 573	Music Publishing	3
MIN 580	Advanced Analysis of Current Topics in the Music Industry	3
<b>Select one of the following options:</b>		<b>12</b>
MIN 455	Music Industry Internship (and 9 credits of electives)	
or MIN 555	Music Industry Internship Full-Time	
<b>Other Degree Requirements</b>		
UMX 100	The University of Miami Experience	0
Non-Music Minor		15
Electives		6
Modern Language Requirement <sup>4</sup>		6
Select two of the following AWC courses:		6
COS 333	Business Communication (AWC)	
WRS 230	Advanced Professional Communication (AWC)	
WRS 331	Legal Writing (AWC)	
<b>Total Credit Hours</b>		<b>128</b>

<sup>1</sup> Core courses require a grade of "C" or higher.

<sup>2</sup> By approval only

<sup>3</sup> MIN 555 Music Industry Internship Full-Time Music Industry Internship Full-Time should not be taken unless the student is in their last semester **AND** has completed all other requirements. During internship, students will take MIN 420 Music Industry Capstone Project and MIN 14 Music Industry Forum for a total of 16 credits for the semester.

<sup>4</sup> This requirement can be satisfied by successfully earning 6 credits of non-English courses at either the 100 or 200 level, including American Sign Language (ASL). Two different languages taken at the same level will satisfy this requirement.

\*Students must maintain a minimum GPA of 2.70 to remain in the MIND Program.

## 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. MIN 420 Music Industry Capstone Project which will include discipline-specific communications skills.
2. Must complete two of the following courses: WRS 230 Advanced Professional Communication, COS 333 Business Communication, or WRS 331 Legal Writing, which will include discipline specific communication skills.

### Assessment

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

## Suggested Plan of Study

<b>Year One</b>		<b>Credit Hours</b>
<b>Fall</b>		
MIN 14	Music Industry Forum	1
WRS 105	First-Year Writing I	3
MCY Elective		3
STEM Cognate		3
People and Society Cognate		3
UMX 100	The University of Miami Experience	0
MTH 113	Finite Mathematics	3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MIN 14	Music Industry Forum	1
MIN 173	Introduction to the Music Industry	3
MCY Elective		3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
STEM Cognate		3
Music Core Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Year Two</b>		
<b>Fall</b>		
MIN 14	Music Industry Forum	1
MIN 274	Introduction to Music Copyright Law	3
Music Core Elective		3
STEM Cognate		3
Modern Language Course		3
Minor Course or Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MIN 14	Music Industry Forum	1
MSP 250	Essential Technologies for Musicians	3
MIN 573	Music Publishing	3
Modern Language Elective		3
Minor Course or Elective		3
Music Core Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Year Three</b>		
<b>Fall</b>		
MIN 14	Music Industry Forum	1
MIN 378	Music Industry Agreements	3
MIN 545	Music Placement and Exploitation	3
Minor Course or Elective		3
People and Society Cognate		3
Music Core Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MIN 14	Music Industry Forum	1
MIN 537	Recorded Music Operations	3
COS 333, WRS 230, or WRS 331	Business Communication or Advanced Professional Communication or Legal Writing	3

People and Society Cognate		3
Minor Course or Elective		3
Minor Course or Elective		3
	<b>Credit Hours</b>	<b>16</b>
<b>Year Four</b>		
<b>Fall</b>		
MIN 14	Music Industry Forum	1
MIN 543	Marketing in the Music Industry	3
MIN 580	Advanced Analysis of Current Topics in the Music Industry	3
COS 333, WRS 230, or WRS 331	Business Communication or Advanced Professional Communication or Legal Writing	3
Minor Course or Elective		3
Minor Course or Elective		3
	<b>Credit Hours</b>	<b>16</b>
<b>Spring</b>		
MIN 14	Music Industry Forum	1
MIN 420	Music Industry Capstone Project	3
MIN 455 or 555	Music Industry Internship (and 9 credits of electives) or Music Industry Internship Full-Time	12
	<b>Credit Hours</b>	<b>16</b>
	<b>Total Credit Hours</b>	<b>128</b>

## Mission

The Bachelor of Arts in Music Industry degree program prepares undergraduate students to become professionals in the music industry, working for or starting new record companies, music publishing companies, talent agencies, digital music services, music licensing intermediaries, artist management companies, music technology companies, and concert venues, among others. Students complete courses in music industry, music, music technology, English and communications, STEM, foreign language, and electives.

## 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.