

# B.M. 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 extracurricular 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 as well as 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

- 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 & Humanities Cognate (9 credits) (fulfilled through the major)		
People and Society Cognate		9
STEM Cognate		9
<b>Experiential Music Curriculum Core Courses <sup>1</sup></b>		
MIN 14	Music Industry Forum	8
MXX XX1 (Level 1)	Principal Instrument Lesson & Studio Class (semesters 1-4, 2 credit hours)	8
MXX XX3 (Level 3)	Principal Instrument Lesson & Studio Class (semesters 5-6, 2 credit hours)	4
MTC 140 or MSJ 140 or MDE 140	Experiential Musicianship I Experiential Musicianship I Experiential Musicianship I	3
MTC 141 or MSJ 141 or MDE 141	Experiential Musicianship II Experiential Musicianship II Experiential Musicianship II	3
MTC 240 or MSJ 240 or MDE 240	Experiential Musicianship III Experiential Musicianship III Experiential Musicianship III	3
MTC 241 or MSJ 241 or MDE 241	Experiential Musicianship IV Experiential Musicianship IV Experiential Musicianship IV	3

MKP 140	Keyboard Studies I (or MSJ 103 if enrolled in MSJ theory)	1
MKP 141	Keyboard Studies II (or MSJ 104 if enrolled in MSJ theory)	1
MTC 107	Skills Lab I (co-requisite MTC 140/MSJ 140/MDE 140)	1
or MSJ 107	Skills Lab I	
or MDE 107	Skills Lab I	
MTC 108	Skills Lab II (co-requisite MTC 141/MSJ 141/MDE 141)	1
or MSJ 108	Skills Lab II	
or MDE 108	Skills Lab II	
MTC 207	Skills Lab III (co-requisite MTC 240/MSJ 240/MDE 240)	1
or MSJ 207	Skills Lab III	
or MDE 207	Skills Lab III: American Song Traditions	
MTC 208	Skills Lab IV (co-requisite MTC 241/MSJ 241/MDE 241)	1
or MSJ 208	Skills Lab IV	
or MDE 208	Skills Lab IV: American Song Traditions	
MCY 140	Experiencing Music	3
MCY 141	European Musical Traditions (AWC)	3
MIN 173	Introduction to the Music Industry	3
MSP 250	Essential Technologies for Musicians	3
Ensembles (6 semesters of 1 credit hour) *		6
<b>Courses in the MIND Major</b>		
MCY/MTC 300+	Musicology or Music Theory 300+ elective	3
MIN 274	Introduction to Music Copyright Law	3
MIN 378	Music Industry Agreements	3
MIN 420	Music Industry Capstone Project	3
MIN 455	Music Industry Internship	3
MIN 537	Recorded Music Operations	3
MIN 573	Music Publishing	3
MIN Elective		3
Select one of the following 3 AWC courses:		3
WRS 230	Advanced Professional Communication (AWC)	
COS 333	Business Communication (AWC)	
WRS 331	Legal Writing (AWC)	
<b>Additional Requirements</b>		
Minor or Electives		18
UMX 100	The University of Miami Experience	0
<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.

\* Ensembles may be 1- or 2- credit courses. Consult the UM Course Catalog before registering.

## 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 European Musical Traditions, which will include substantial evaluated and revised writing components.
2. MIN 420 Music Industry Capstone Project which will include discipline-specific communications skills.
3. 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
Principal Instrument/ Voice Lesson & Studio Class		2
MTC 140, MSJ 140, or MDE 140	Experiential Musicianship I or Experiential Musicianship I or Experiential Musicianship I	3
MTC 107, MSJ 107, or MDE 107	Skills Lab I or Skills Lab I or 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
Ensemble		1
		<b>Credit Hours</b>
		<b>15</b>
<b>Spring</b>		
MIN 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MCY 141	European Musical Traditions (AWC)	3
MTC 141, MSJ 141, or MDE 141	Experiential Musicianship II or Experiential Musicianship II or Experiential Musicianship II	3
MTC 108, MSJ 108, or MDE 108	Skills Lab II or Skills Lab II or Skills Lab II	1
MKP 141 or MSJ 104	Keyboard Studies II or Jazz Piano II	1
MIN 173	Introduction to the Music Industry	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Ensemble		1
		<b>Credit Hours</b>
		<b>18</b>
<b>Year Two</b>		
<b>Fall</b>		
MIN 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MTC 240, MSJ 240, or MDE 240	Experiential Musicianship III or Experiential Musicianship III or Experiential Musicianship III	3
MTC 207, MSJ 207, or MDE 207	Skills Lab III or Skills Lab III or Skills Lab III: American Song Traditions	1
MIN 274	Introduction to Music Copyright Law	3
MTH 113	Finite Mathematics	3
Minor Course or Elective		3
Ensemble		1
		<b>Credit Hours</b>
		<b>17</b>

<b>Spring</b>			
MIN 14	Music Industry Forum		1
Principal Instrument/Voice Lesson & Studio Class			2
MTC 241, MSJ 241, or MDE 241	Experiential Musicianship IV or Experiential Musicianship IV or Experiential Musicianship IV		3
MTC 208, MSJ 208, or MDE 208	Skills Lab IV or Skills Lab IV or Skills Lab IV: American Song Traditions		1
MSP 250	Essential Technologies for Musicians		3
MIN 573	Music Publishing		3
People and Society Cognate			3
Ensemble			1
<b>Credit Hours</b>			<b>17</b>
<b>Year Three</b>			
<b>Fall</b>			
MIN 14	Music Industry Forum		1
Principal Instrument/Voice Lesson & Studio Class			2
MIN 378	Music Industry Agreements		3
MTC or MCY Elective 300 level or higher			3
People and Society Cognate			3
STEM Cognate			3
Ensemble			1
<b>Credit Hours</b>			<b>16</b>
<b>Spring</b>			
MIN 14	Music Industry Forum		1
Principal Instrument/Voice Lesson & Studio Class			2
MIN 537	Recorded Music Operations		3
WRS 230, 331, or COS 333	Advanced Professional Communication or Legal Writing or Business Communication		3
Minor Course or Elective			3
Ensemble			1
STEM Cognate			3
<b>Credit Hours</b>			<b>16</b>
<b>Year Four</b>			
<b>Fall</b>			
MIN 14	Music Industry Forum		1
MIN XXX	Elective		3
MIN 455	Music Industry Internship		3
Minor Course or Elective			3
People and Society Cognate			3
STEM Cognate			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 XXX	Elective		3
Minor Course or Elective			3
Minor Course or Elective			3
<b>Credit Hours</b>			<b>13</b>
<b>Total Credit Hours</b>			<b>128</b>

## Mission

The Bachelor of Music 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.