

Degree Description

This Music Industry 30 hour certificate assists students in assuming management positions in the music industry.

Marketable skills

Employment opportunities include artist management, entry-level to mid-level positions in record labels and music publishing, and positions in retail and wholesale music merchandising.

Semester I	Hours
BUSI 1301 Business Principles	3 hours
MUSB 1305 Survey of Music Business	3 hours
MUSI 1310 American Music	3 hours
MUSB 1341 Concert Promotion & Venue Management	3 hours
	12 hours

Semester II	Hours
BMGT 1327 Principles of Management	3 hours
MRKG 1311 Principles of Marketing	3 hours
MUSB 2586 Internship - Music Management	5 hours
MUSB 2345 Live Music and Talent Management	3 hours
	14 hours

Total hours: 26 hours

- 1 Language, Philosophy and Culture elective
- 2 Or an elective approved by the program director.
- 3 Choose two semester hours from MUSC, MUSB or MUSP. Other courses may be substituted with the program coordinator's approval.
- 4 This course may be eligible for articulation through the statewide ATC program. Check with your high school counselor for more information.

Course Descriptions

BUSI 1301 Business Principles

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life. Semester Hours 3 (3 lec)

MUSB 1305 Survey of Music Business

Introduces overview of the music industry including songwriting, live performance, the record industry, music merchandising, contracts and licenses, and career opportunities. Semester Hours 3 (3 lec)

MUSI 1310 American Music

A general survey of various styles of music of the Americas, including but not limited to jazz, folk, rock, and contemporary music. Satisfies general humanities elective requirements. Semester Hours 3 (3 lec)

MUSB 1341 Concert Promotion & Venue Management

Introduces the basics of concert promotion and venue management, including considerations in purchasing a club, concert promotion and advertising, talent buying, city codes, insurance, Texas Alcoholic Beverage Commission Regulation, Performance Rights Organizations licenses, personnel management, and concert production and administration. Semester Hours 3 (3 lec)

BMGT 1327 Principles of Management

Examines concepts, terminology, principles, theories, and issues in the field of management. Semester Hours 3 (3 lec)

MRKG 1311 Principles of Marketing

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. Semester Hours 3 (3 lec)

MUSB 2586 Internship - Music Management

A work-based learning experience that enables the student to apply specialized occupational theory, skills, and concepts. A learning plan is developed by the college and the employer. Prerequisites: MUSB 1305 with a grade of C or better and approved internship site. Semester Hours 5 (1 lec/20 lab)

MUSB 2345 Live Music and Talent Management

An examination of the role, scope, and activities of the talent manager, including establishing the artist/manager relationship, planning the artist's career, and developing goals, strategies, and tactics with an overall view of the live music business. Prerequisite: CMUS 2323 or MUSB 1305 with a grade of C or better. Semester Hours 3 (3 lec)
