

The objectives of the Associate of Applied Science in Music Business degree program are to provide business and music industry instruction that prepares students for employment as entry level employees and self-employed entrepreneurs in the music industry; to deliver essential, current skills through hands-on practice in areas including promotion, marketing, and audio production; and to provide general education training that enhances communication, analytical, and inferential reasoning skills directly applicable to the music business student.

The goal of this program is to prepare graduates who are able to:

1. Identify and apply standard basic communication methods in the music industry.
2. Employ the role of self-promotion and networking skills in the entertainment industry.
3. Describe the related business, performance, and multimedia models in the music industry.
4. Give examples of and produce marketing material using historical and current industry-specific methods.
5. Explain the processes required to digitally produce and edit audio in industry appropriate formats.
6. Demonstrate appropriate written and verbal communication skills.
7. Evaluate the quality of multiple viewpoints, arguments, and evidence and distinguish between fact and opinion.
8. Exhibit social responsibility and examine the diverse cultures and value systems of our global community.

CORE REQUIREMENTS

Class #	Class Name	Credits
AC110	Accounting Principles I	4
BS110	Business Communication	4
CS131	MS Office Professional I	3
MB100	Entertainment Networking and Self-Promotion	3
MB125	Music Fundamentals	3
MB151	Recording Industry	3
MB154	Copyright and Music Publishing	3
MB155	Artist Management and Live Performance	4
MB165	Music Business in Radio and Television	3
MB175	Audio Production	4
MB235	Audio for Multimedia	3
MB251	Current Trends in the Entertainment Industry	3
MB255	Music Business Advanced Topics	3
MB275	Advanced Audio Production	4
MG220	Small Business Management	4
MK101	Art of Selling	4
MK150	Marketing	4
MK200	Advertising/Promotion	3
PD250	Career Development	1
Total Core Minimum Credit Requirement		63

GENERAL EDUCATION REQUIREMENTS

A student pursuing an associate's degree is required to earn a minimum of 30 credits from the general education courses listed below, demonstrating a solid grounding in the liberal arts. A minimum of three credits must be earned in each of the following disciplines: communications, humanities, natural science and mathematics, and social science.

Class#	Class Name	Credits
COMMUNICATIONS		
CM111	Speech Communications	4
CM121	Composition (required)	4
CM200	Intercultural Communications	4
CM210	Creative Writing	4
CM220	Art of Persuasion	4
CM230	Mass Communication	4
CM320	Writing and Research	4
HUMANITIES		
HU100	Introduction to Humanities	4
HU121	Film in Society	4
HU130	Spanish I	4
HU150	Introduction to Literature	4
HU200	Art in the Modern World	4
HU230	Spanish II	4
HU310	The Novel	4
HU315	World Literature	4
NATURAL SCIENCE and MATHEMATICS		
^Students must complete either NS112 or NS116		
NS105	Biology	4
NS111	Environmental Issues	4
NS112	Topics in Mathematical Reasoning (required)^	4
NS116	College Algebra I (required)^	4
NS121	Earth Science	4
NS135	Microbiology	4
NS140	Anatomy and Physiology I	4
NS150	Anatomy and Physiology II	4
NS216	College Algebra II	4
NS305	Statistics I	4
NS320	Introduction to Decision Systems	4
NS351	Statistics II	4
SOCIAL SCIENCE		
SS103	Global Citizenship (required)	2
SS116	Introduction to Psychology	4
SS130	Law in Society	4
SS140	Interpersonal Relations (required)	4
SS145	Introduction to Macroeconomics	4
SS200	Introduction to Microeconomics	4
SS205	Sociology	4
SS210	Developmental Psychology	4
SS230	Psychology of Personality	4
SS311	Human Behavior	4
SS331	International Economics	4
SS360	Abnormal Psychology	4
Total General Education Minimum Credit Requirement		30
Total Program Minimum Credit Requirement		93

Notes:

Students may be required to complete Foundations of Mathematics I and/or II and Foundations of Writing I and/or II based upon competency exam scores.