

## MUSIC BUSINESS

## OBJECTIVES

The objectives of the Associate in 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 and to deliver essential, current skills through hands-on practice in areas including promotion, marketing, and audio production. General education requirements in the areas of communication, social science, natural science, and humanities provide analytical and communication skills as well as a global perspective of diverse cultures.

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 Communications	4
BS200	Small Business Management	4
CL131	MS Office Applications 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
MK101	Art of Selling	4
MK205	Marketing	4
MK230	Advertising/Promotion	3
PD250	Career Development	1
<b>Total Core Minimum Credit Requirement</b>		<b>63</b>

## GENERAL EDUCATION REQUIREMENTS

A student pursuing an associate 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
<b>COMMUNICATIONS</b>		
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
<b>HUMANITIES</b>		
HU100	Introduction to Humanities	4
HU121	Film in Society	4
HU125	World Music	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
<b>NATURAL SCIENCE and MATHEMATICS</b>		
^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
NS126	Chemistry Today*	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
<b>SOCIAL SCIENCE</b>		
SS103	Global Citizenship (required)	2
SS116	Introduction to Psychology	4
SS123	History of American Music	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
<b>Total General Education Minimum Credit Requirement</b>		<b>30</b>
<b>Total Program Minimum Credit Requirement</b>		<b>93</b>

## 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.
- \*Offered only at the Richfield, MN campus.