

MUSIC—MUSIC BUSINESS, B.A.

Students in the Music Business program will prepare for careers in the commercial music industry, in such fields as artist management, music publishing, concert promotion, record labels, music marketing, talent booking, music promotion & publicity, and tour management. The Music Business program is also perfect for performers who want to have the information needed to effectively navigate this fast-changing business and build their careers. The Bachelor of Arts degree includes the university's core liberal arts courses, plus courses in the music industry, business administration, and applied music. Music industry internships are provided to allow the student to experience the workplace and make career decisions.

THE REQUIREMENTS FOR ADMISSION TO THIS DEGREE TRACK ARE:

- Audition is required to be admitted into the program
- The institution maintains articulation agreements with regional community colleges that define transfer credit policy by course. The Music department, however, requires placement exams in performance, harmony, ear training, and keyboard; the placement exams confirm or deny transfer credit in each course and level.

| Code | Title | Credits |
|--|--|---------|
| Required | | |
| MDT 101 | Survey of Music (for Music majors/minors) | 3 |
| MDT 104 | Music of the World's People (for Music majors/minors) | 3 |
| MDT 122 | Applied Music I | 1.5 |
| MDT 123 | Applied Music II | 1.5 |
| MDT 131 | Harmony I | 2 |
| MDT 132 | Ear-Training I | 2 |
| MDT 184 | Chamber Ensembles (1 credit/semester for 4 semesters) | 1 |
| MDT 268 | Computer Music I | 3 |
| MDT 210 | History of Popular Music in America | 3 |
| MDT 135 | Keyboard Method I | 1 |
| MDT 136 | Keyboard Method II | 1 |
| MDT 121 | Music Major Seminar (0.5 credit/semester for 2 semesters) | 0.5 |
| MDT 353 | The Survey of the Music Business | 3 |
| MDT 384 | Arts Management I | 3 |
| MDT 385 | Arts Management II | 3 |
| MDT 390 | Music Business Law-Contracts, Copyright & Legal Aspects of Commercial Music Industry | 3 |
| SPFD 1320 | Seminar:Cooperative Education (3 credits needed) | 1 |
| MGMT 211 | Principles of Management | 3 |
| ACCT 251 | Financial Accounting | 3 |
| MKTG 231 | Principles of Marketing | 3 |
| ENGL 200 | Writing for Business | 3 |
| MKTG 331 | Consumer Behavior | 3 |
| Music, Dance, and Theatre Electives | | |

Electives can be from any area 29
 Total: 88 credits

| Course | Title | Credits |
|---------------------------|--|---------|
| Freshman | | |
| Semester 1 | | |
| ENGL 101 or ESL 101 | English Composition I or English Composition I for English as a Second Language Students | 4 |
| MDT 121 | Music Major Seminar | 0.5 |
| MDT 122 | Applied Music I | 1.5 |
| MDT 131 | Harmony I | 2 |
| MDT 132 | Ear-Training I | 2 |
| MDT 135 | Keyboard Method I | 1 |
| MDT 184 | Chamber Ensembles | 1 |
| MATH 114 | Contemporary Mathematics | 3 |
| INTD 101 | Orientation to College *first time freshmen only | 1 |
| Credits | | 16 |
| Semester 2 | | |
| ENGL 102 or ESL 101 | English Composition II or English Composition I for English as a Second Language Students | 4 |
| Repeat MDT121 | | .5 |
| MDT 101 | Survey of Music | 3 |
| MDT 123 | Applied Music II | 1.5 |
| MDT 136 | Keyboard Method II | 1 |
| Repeat MDT184 | | 1 |
| MDT 353 | The Survey of the Music Business | 3 |
| General Education Tier 1 | | 3 |
| Credits | | 17 |
| Sophomore | | |
| Semester 1 | | |
| Music History World Music | | 3 |
| Repeat MDT184 | | 1 |
| MDT 268 | Computer Music I | 3 |
| MDT 384 | Arts Management I | 3 |
| ENGL 200 | Writing for Business | 3 |
| General Education Tier 1 | | 3 |
| Credits | | 16 |
| Semester 2 | | |
| Repeat MDT184 | | 1 |
| MDT 210 | History of Popular Music in America | 3 |
| MDT 385 | Arts Management II | 3 |
| General Education Tier 1 | | 3 |
| Elective or Minor | | 3 |
| Elective or Minor | | 3 |
| Credits | | 16 |
| Junior | | |
| Semester 1 | | |
| MGMT 211 | Principles of Management | 3 |
| MKTG 331 | Consumer Behavior | 3 |
| General Education Tier 2 | | 3 |
| Elective or Minor | | 3 |

| | | |
|-----------------------------------|--|-----|
| Elective or Minor | | 3 |
| | Credits | 15 |
| Semester 2 | | |
| MDT 390 | Music Business Law-Contracts, Copyright & Legal Aspects of Commercial Music Industry | 3 |
| MKTG 231 | Principles of Marketing | 3 |
| General Education Tier 2 | | 3 |
| Elective or Minor | | 3 |
| Elective or Minor | | 3 |
| | Credits | 15 |
| Senior | | |
| Semester 1 | | |
| ACCT 251 | Financial Accounting | 3 |
| General Education Tier 2 | | 3 |
| Elective or Minor | | 3 |
| Elective or Minor | | 3 |
| Elective or Minor | | 3 |
| | Credits | 15 |
| Semester 2 | | |
| General Education Tier 3 Capstone | | 3 |
| Elective or Minor | | 3 |
| Elective or Minor | | 3 |
| Co-Op Internship | | 4 |
| | Credits | 13 |
| Total Credits | | 123 |

Student Learning Outcomes

Upon completion of the Music Business program, students will be able to:

1. Comprehensive skills and knowledge of music theory, and music history.
2. Comprehensive skills and knowledge of musical performance.
3. Knowledge and understanding of business practices as established by the NJCU Business Administration.