

MUSIC—MUSIC BUSINESS, B.A.

Students in the Music Industry 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 Industry 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:

- Submission of one page resume, plus interview with the program coordinator.
- Submission of short video recording (performance either solo or with an ensemble); or submission of an audio file if the student is submitting an original song.

| Code | Title | Credits |
|---|--|----------|
| Required | | |
| MDT 122 | Applied Music I | 1.5 |
| MDT 123 | Applied Music II | 1.5 |
| MDT 135 | Keyboard Method I | 1 |
| MDT 136 | Keyboard Method II | 1 |
| MDT 167 | World Music (Suggested for Gen Ed) ³ | 3 |
| MDT 166 | Exploring Western Music ² | 3 |
| MDT 121 | (0.5 credit/semester for 2 semesters) | 1 |
| MDT 131 | Harmony I | 2 |
| MDT 132 | Ear-Training I | 2 |
| MDT 210 | History of Popular Music in America ² | 3 |
| MDT 268 | Computer Music I ¹ | 3 |
| MDT 269 | Computer Music II | 3 |
| MDT- | | 3 |
| MUSIC PRODUCTI | | |
| MDT- | | 3 |
| MUSIC PRODUCTION 2 | | |
| 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 (Internship in the Music Industry) | 4 |
| MGMT 211 | Principles of Management | 3 |
| ACCT 251 | Financial Accounting | 3 |
| MKTG 231 | Principles of Marketing | 3 |
| ENGL 200 | Writing for Business ³ | 3 |
| MKTG 331 | Consumer Behavior | 3 |
| Ensemble work required (minimum 4 credits) | | 4 |

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|---------|--------------------------------------|-----|
| MDT 175 | Jazz Vocal Ensemble | 1 |
| MDT 197 | Jazz Ensemble | 0.5 |
| MDT 198 | Jazz Ensemble | 1 |
| MDT 189 | Percussion Ensemble | 0.5 |
| MDT 190 | Percussion Ensemble | 1 |
| MDT 153 | Concert Chorale | 0.5 |
| MDT 154 | Concert Chorale | 1 |
| MDT 159 | New Jersey City University Orchestra | 0.5 |
| MDT 160 | New Jersey City University Orchestra | 1 |

MDT-POP/ R&B ENSEMBLE

Music, Dance, and Theatre Electives

Electives can be from any area 23

Recommended Electives:

| | | |
|----------|--------------------------------|---|
| MDT 265 | Guitar Class | 3 |
| MDT 261 | Piano Class | 3 |
| MDT 108 | Voice Class | 3 |
| MEDI 110 | Foundations of Media Design | 3 |
| MEDI 210 | Sound Production | 3 |
| MEDI 310 | MultipleTrack Music Production | 3 |
| MEDI 320 | Radio Production | 3 |
| MGMT 220 | | |
| MGMT 241 | Global Business | 3 |
| MKTG 333 | Digital Marketing | 3 |
| MKTG 350 | Social Media Marketing | 3 |

MDT TBD-46

¹ Counts as Tier 2 Creative Process and Production General Education

² Counts as Tier 2 Social and Historical Perspectives General Education

³ Counts as Language, Literary and Cultural Studies General Education

Student Learning Outcomes

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

1. Comprehensive skills and knowledge of music theory, and music history.
2. Comprehensive skills and knowledge of musical performance and music production.
3. Knowledge and understanding of the Music Industry practices.