M.A. IN LIVE ENTERTAINMENT MANAGEMENT (ONLINE)

Overview

The Live Entertainment Management graduate degree program is a comprehensive and intensive investigation of the essential knowledge and expertise required of professionals in live entertainment management today, that offers a diverse and abundant curriculum. Whether a seasoned professional or emerging leader in the field, we know the landscape for creating, presenting, managing, and assessing live events is quickly evolving in ways both exciting and challenging. So, throughout the curriculum, we explore the best practices of live entertainment management perfected over many decades by leading-edge arts innovators, and explore the innovative practices now transcending traditional arts and entertainment boundaries. Given the breadth of careers in the industry, students can tailor the program to their professional goals. Students emerge from the program with the essential skills, experiential learning experiences and confidence to make an immediate positive, lasting difference in the fast-paced arts and entertainment industries across the globe. For more information, please visit the Live Entertainment Management website (https://artspresenting.frost.miami.edu/).

Admission Requirements

Applying to UOnline

How to Submit Your Application

When you decide to pursue a degree with UOnline, you'll have a dedicated enrollment advisor to guide you through the application process. Follow the steps outlined below and contact your enrollment advisor with any questions.

Close all tabs (https://uonline.miami.edu/admissions/)

- 1. START YOUR APPLICATION (https://uonline.miami.edu/admissions/)
  Go to our online application (https://myonline.miami.edu/signup/).

- 2. COMPILE DOCUMENTS (https://uonline.miami.edu/admissions/)
  Upload the following required documents in the upload section:

  Unofficial Transcript: Submit a copy of your transcript from all academic institutions attended.

  Test Scores: Depending on the program you choose, you may need to submit graduate exam results. GRE and GMAT waivers are available for qualified applicants.

  Résumé: Submit your most recent résumé that appropriately illustrates your professional experience.

  Personal Statement: Submit a one-page personal statement addressing your interest in the program concerning your professional background and career aspirations.

  Language Proficiency: International students who do not hold an undergraduate U.S. degree must submit Test of English as a Foreign Language (TOEFL) scores. For more information, please see the Student Handbook (http://bulletin.miami.edu/graduate-student-handbook-online-students/?_ga=2.34928225.1136839122.1586795706-1670025083.1584388400).

- 3. REQUEST YOUR OFFICIAL TRANSCRIPTS (https://uonline.miami.edu/admissions/)
  Request your transcripts electronically (preferred) or by regular mail:

  to etranscripts@miami.edu, or mail it to:

  Online Enrollment – Admissions Office
  1320 S. Dixie Hwy, Suite 902
  Locator – 2291
  Coral Gables, FL 33146-2291

  Please note: All graduate applicants who have attended a college or university outside the United States must submit official transcripts and diplomas (if available) from all colleges and universities attended to one of the three approved evaluation services.

- 4. OBTAIN TWO PROFESSIONAL RECOMMENDATIONS (https://uonline.miami.edu/admissions/)
  Enter the names and contact information for two (2) people who can comment on your professional ability in the online application. Your references automatically receive an email to fill out your recommendation online. You can then track the status of each recommendation in the system. Recommendations must be received by the application deadline to be considered for admissions.

- 5. APPLY FOR FINANCIAL AID (https://uonline.miami.edu/admissions/)

Click here (https://uonline.miami.edu/scholarship-aid/) for more info about financial aid and the scholarships available to our students. Our enrollment advisors are also available to help you every step of the way.

Admission Decision Timeline

Once you have submitted your application, we will be in touch in the next two days.

If you are accepted to study online with the University of Miami, you have 24 hours to accept your offer and can then start your online student readiness orientation.

Curriculum Requirements

Code	Title	Credit Hours
Major Area		
MMI 643	Marketing in the Music Industry	3
MMI 726	Global Live Entertainment	3
MMI 736	Financial Management in Live Entertainment	3
MMI 738	Legal Aspects of the Live Entertainment Industry	3
Electives		
Select 15 credit hours of approved Graduate Course Electives		15
Final Project		
Choose from:		3
MMI 804	Live Entertainment Practicum	
or MMI 840	Project in Live Entertainment	
Exit Exam		
Total Credit Hours		**30**

Sample Plan of Study

Year One		
Fall		**Credit Hours**
MMI 726	Global Live Entertainment	3
MMI 736	Financial Management in Live Entertainment	3
MMI 738	Legal Aspects of the Live Entertainment Industry	3
	Credit Hours	**9**
Spring		
MMI 643	Marketing in the Music Industry	3
Approved Graduate Course Elective(s)		6
	Credit Hours	**9**
Year Two		
Fall		
Approved Graduate Course Elective(s)		9
	Credit Hours	**9**
Spring		
MMI 804 or 840	Live Entertainment Practicum or Project in Live Entertainment	3
Exit Exam		
	Credit Hours	**3**
	Total Credit Hours	**30**

* This is a suggested Plan of Study. Your actual course sequence may vary depending on your previous academic experience as well as current course offerings. Students should meet with their academic advisor each semester to determine the appropriate course selection.

Mission

The Live Entertainment Management masters degree program makes possible specialized, comprehensive and experiential learning in the multifaceted field of live entertainment presentations. Keen attention to leadership, project management, operations, personnel, finances and for-profit

and non-profit arts business models serves as the foundation of the curricular learning, research and activity. With greater-Miami and arts connection to professional across the U.S. and beyond, students graduating from the University Miami and the Frost School of Music are fully prepared to enter the workforce as dynamic professionals poised to step in successfully to wide-varieties of arts settings around the world.

Goals

The program has three primary objectives:

• Each student is fully engaged in the entirety of Live Entertainment Management subject matter, with exposure to all of the professional-level issues of the field. To that end, courses are designed with syllabi that ensures a sequence of learning filled with each of the best-practice topics and tactics necessary for gaining professional level skills and wherewithal.

• Each student is engaged in research designed to capture far-reaching information formed from intense study and field experiences. Such research will result in (at least) two formal papers and presentations that exemplify exceptional effort and provide lasting value for the learner. Such research includes, but is not limited to creating and managing projects of various sizes, business models and implementation strategies, industry-related statistical analysis such as environmental scans, demographics and so forth, as well as the exploration of entertainment-based subjects that go to the heart of the Live Entertainment Management reason d'etre.

• Each student is introduced to professionals in the field—across the U.S. and beyond—such that they have developed a meaningful and useful network of mentors and contacts offering insights into live entertainment management issues, best practices and opportunities for further learning. The network of contacts is compelled into existence by way of course-work throughout the degree program that relies upon expert input as part of the assignments objectives, as well as professionals introduced by faculty

Student Learning Outcomes

- Students will demonstrate the ability to create a graduate-level, high quality and extensively researched paper on a critical topic applicable to the course.
- Students demonstrate mastery of live presentations. Through research on an entertainment-based, course-specific topic, students organize information and share in a formal presentation as a means of exhibiting A) appropriate and effectual planning and format organizational skills, and B) proper and engaging communication competence.In so doing, students gain experience and capacities for successful live presentations frequently required in the professional field, such as funding requests, board reports. pre-concert discussions, educational lectures and more.
- Students demonstrate mastery of creating a comprehensive grant request.