

# B.A. IN MUSIC INDUSTRY

## Introduction

Since 1964, the Music Industry program at the Frost School of Music has been at the forefront of music industry education. We are proud to be named as one of the top music industry programs by *Billboard* magazine each time they have published a list. Our Music Industry programs derive their strength from three key components: coursework, extra-curricular activities, and the faculty. In our Music Industry courses, students gain knowledge about virtually all aspects of the industry, including how each of the areas has evolved over time to lead us to where things are today, and how they are likely to continue evolving in the future. Through our extra-curricular activities, students gain hands-on experience in a variety of settings, including internships, student-run music enterprises, and music-industry-related organizations and clubs. Students begin their careers in the music industry the day they come to study with us. Our faculty are considered to be pracademics in that they are both academics as well as practitioners in the music industry. They are able to draw on their extensive backgrounds, as well as their current activities, to ensure that our students understand the complexities, challenges, and opportunities of this quickly changing industry.

## Educational Objectives

- Students will have a conceptual understanding of the structures and inter-relationships of the music industry.
- Students will acquire knowledge and understanding of the vocabulary and terminology associated with the music industry.
- Students will be able to comprehend and apply basic music publishing procedures.
- Students will know how to promote recorded music.
- Students will have an understanding of the performing artist as a major economic factor in the marketplace.
- Students will develop a set of skills applicable to the music industry including: project budgeting, creating and enacting marketing and promotional plans, and understanding basic agreements and licenses.

## BA in MIND Degree Requirements

Code	Title	Credit Hours
<b>DEGREE REQUIREMENTS</b>		
<b>Music Curriculum Core Courses <sup>1</sup></b>		
MMI 250	Essential Technologies for Musicians	3
Select two MCY courses:		6
MCY 121	Hip-Hop History, Culture, and Globalization	
MCY 124	The Evolution of Jazz	
MCY 125	African-American Gospel Music	
MCY 131	Understanding Music	
MCY 127	Evolution of Rock	
Select 12 credits from the following music courses:		12
MTC 109	Music Theory Skills I	
MIP 170	Marching Band	
MVP 185	Frost Chorale	
MMI 460	Recital Recording and Sound Reinforcement (Recording Services) <sup>2</sup>	
MMI 102	Record Label/Song Marketing Practicum	
MCY Courses for Non-Majors		
MMI 103	Concert Marketing Practicum (NEW COURSE: Concert Marketing Practicum)	
MMI 425	Event Operations Practicum (NEW COURSE: Event Operations Practicum)	
Other approved music courses <sup>2</sup>		
Total Music Core Credits= 21 credits		
<b>Courses in the BA in MIND Major</b>		
MMI 14	Music Industry Forum (each semester in residence)	8
MMI 173	Introduction to the Music Industry	3
MMI 274	Introduction to Music Copyright Law	3
MMI 378	Music Industry Agreements	3
MMI 420	Music Industry Capstone Project	3

MMI 537	Recorded Music Operations (AWC)	3
MMI 543	Marketing in the Music Industry	3
MMI 545	Music Placement and Exploitation	3
MMI 573	Music Publishing	3
MMI 580	Advanced Analysis of Current Topics in the Music Industry	3
<b>Select one of the following options:</b>		<b>12</b>
MMI 455	Music Industry Internship (and 9 credits of Internship)	
or MMI 555	Music Industry Internship Full-Time	
Total credits for courses in the major = 47		
<b>GENERAL EDUCATION REQUIREMENTS</b>		
<b>Written Communication Skills:</b>		
WRS 105	First-Year Writing I	3
WRS 106	First-Year Writing II	3
or ENG 106	Writing About Literature and Culture	
<b>Quantitative Skills:</b>		
MTH 113	Finite Mathematics	3
<b>Areas of Knowledge:</b>		
Arts and Humanities Cognate (9 credits) (fulfilled through the major)		
People and Society Cognate		9
STEM Cognate		9
<b>OTHER DEGREE REQUIREMENTS</b>		
Non-Music Minor		15
Electives		6
Modern Language Requirement		6
UMX 100	The University of Miami Experience	0
Advanced Writing and Communication Skills (3 courses) (AWC) See details below.		
Select two of the following AWC courses:		6
COS 333	Business Communication (AWC)	
WRS 230	Advanced Professional Communication (AWC)	
WRS 331	Legal Writing (AWC)	
<b>Total Credit Hours</b>		<b>128</b>

<sup>1</sup> Core courses require a grade of "C" or higher.

<sup>2</sup> Requires instructor approval

**\*Students must maintain a minimum GPA of 2.70 to remain in the MIND Program.**

## Advanced Writing and Communication Skills

### Courses

All students are required to successfully complete 3 Advanced Writing and Communication Skills (AWC) courses. Student degree requirements will include courses that meet the desired communication outcomes in evaluated and revised writing, speaking, stage presence, and audience engagement.

All music students will successfully complete:

1. MMI 537 Recorded Music Operations, which will include evaluated communication skills in attracting an audience, engaging an audience during performance, and preparing program notes or similar media as appropriate to the medium/venue.
2. Must complete two of the following courses: WRS 230 Advanced Business Communication, COS 333 Business Communication, or WRS 331 Legal Writing which will include discipline specific communication skills.

### Assessment

There will be at least 2 specific assessments in each Advanced Communication Skills course for communication or writing equivalent to 4000 words, evaluated and revised.

## BA in Music Industry: Suggested Plan of Study

<b>Year One</b>		<b>Credit Hours</b>
<b>Fall</b>		
MMI 14	Music Industry Forum	1
WRS 105	First-Year Writing I	3
MCY Elective		3
STEM Cognate		3
People and Society Cognate		3
MMI 173	Introduction to the Music Industry	3
UMX 100	The University of Miami Experience	0
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
MCY Elective		3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
MTH 113	Finite Mathematics	3
STEM Cognate		3
Music Core Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Year Two</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
MMI 274	Introduction to Music Copyright Law	3
Music Core Elective		3
STEM Cognate		3
Modern Language Course		3
Minor Course or Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
MMI 250	Essential Technologies for Musicians	3
MMI 573	Music Publishing	3
Modern Language Elective		3
Minor Course or Elective		3
Music Core Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Year Three</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
MMI 378	Music Industry Agreements	3
MMI 545	Music Placement and Exploitation	3
Minor Course or Elective		3
People and Society Cognate		3
Music Core Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
MMI 537	Recorded Music Operations	3
COS 333, WRS 230, or WRS 331	Business Communication or Advanced Professional Communication or Legal Writing	3

People and Society Cognate		3
Minor Course or Elective		3
Minor Course or Elective		3
	<b>Credit Hours</b>	<b>16</b>
<b>Year Four</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
MMI 543	Marketing in the Music Industry	3
MMI 580	Advanced Analysis of Current Topics in the Music Industry	3
COS 333, WRS 230, or WRS 331	Business Communication or Advanced Professional Communication or Legal Writing	3
Minor Course or Elective		3
Minor Course or Elective		3
	<b>Credit Hours</b>	<b>16</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
MMI 420	Music Industry Capstone Project	3
Music Industry Practicum		12
	<b>Credit Hours</b>	<b>16</b>
	<b>Total Credit Hours</b>	<b>128</b>

## Mission

The Bachelor of Arts in Music Industry degree program prepares undergraduate students to become professionals in the music industry, working for or starting new record companies, music publishing companies, talent agencies, digital music services, music licensing intermediaries, artist management companies, music technology companies, and concert venues, among others. Students complete courses in music industry, music, music technology, English and communications, STEM, foreign language, and electives.

## Student Learning Outcomes

- Students will demonstrate knowledge of the fundamentals of the music publishing industry, including licensing, royalties, publishing agreements, and how a song catalog is commercially exploited.
- Students will demonstrate knowledge of the fundamentals of the recorded music industry, including how content is created, distributed, and marketed, and how recording agreements are structured.
- Students will demonstrate knowledge of the fundamentals of music copyright, including how it applies to musical works and sound recordings, copyright infringement, the length of copyright protection, and international treatment of music copyrights.