

# B.M. IN MUSIC INDUSTRY

## Introduction

The Bachelor of Music in Music Industry (MIND) is a professional degree program designed to prepare qualified musicians for careers in the business management, financial, legal, and artistic areas of the music industry.

Students must maintain a minimum GPA of 2.70 to remain in the MIND Program. Please see below for additional goals and degree requirements.

## Educational Objectives

- Students will have a conceptual understanding of the structures and inter-relationships of the music and entertainment industries.
- Students will acquire knowledge and understanding of the vocabulary and terminology associated with the music and entertainment industries.
- Students will be able to comprehend and apply basic music publishing procedures including copyright administration, mechanical licensing and royalties distribution.
- Students will know how to promote and sell a music industry product.
- 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: financial and project management, create and enact marketing and promotional plans, the ability to write basic agreements and licenses, and copyright management and administration.

## Degree Requirements with a Suggested Business or Communication Related Minor

Code	Title	Credit Hours
<b>General Education Requirements</b>		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II Writing About Literature and Culture	3
Quantitative Skills:		
MTH 113	Finite Mathematics (This course fulfills the Quantitative Skills Requirement. )	3
Areas of Knowledge:		
Arts & Humanities Cognate (9 credits) (fulfilled through the major)		
People and Society Cognate		9
STEM Cognate		9
<b>Additional Requirements</b>		
UMX 100	The University of Miami Experience	0
Advanced Writing and Communication Skills (3 courses) AWC. See details below.		
<b>Experiential Music Curriculum Core Courses</b> <sup>1</sup>		
MMI 14	Music Industry Forum (each semester in residence)	8
MXX XX1 (Level 1)	Principal Instrument Lesson & Studio Class (semesters 1-4, 2 credit hours)	8
MXX XX3 (Level 3)	Principal Instrument Lesson & Studio Class (semesters 5-6, 2 credit hours)	4
MTC 140 or MSJ 140 or MMI 140	Experiential Musicianship I Experiential Musicianship I Experiential Musicianship I	3
MTC 141 or MSJ 141 or MMI 141	Experiential Musicianship II Experiential Musicianship II Experiential Musicianship II	3
MTC 240 or MSJ 240 or MMI 240	Experiential Musicianship III Experiential Musicianship III Experiential Musicianship III	3
MTC 241 or MSJ 241 or MMI 241	Experiential Musicianship IV Experiential Musicianship IV Experiential Musicianship IV	3

MKP 140	Keyboard Studies I (or MSJ 103 if enrolled in MSJ theory)	1
MKP 141	Keyboard Studies II (or MSJ 104 if enrolled in MSJ theory)	1
MTC 107 or MSJ 107 or MMI 107	Skills Lab I (co-requisite MTC 140/MSJ 140/MMI 140) Skills Lab I Skills Lab I	1
MTC 108 or MSJ 108 or MMI 108	Skills Lab II (co-requisite MTC 141/MSJ 141/MMI 141) Skills Lab II Skills Lab II	1
MTC 207 or MSJ 207 or MMI 207	Skills Lab III (co-requisite MTC 240/MSJ 240/MMI 240) Skills Lab III Skills Lab III: American Song Traditions	1
MTC 208 or MSJ 208 or MMI 208	Skills Lab IV (co-requisite MTC 241/MSJ 241/MMI 241) Skills Lab IV Skills Lab IV: American Song Traditions	1
MCY 140	Experiencing Music	3
MCY 141	European Musical Traditions (AWC)	3
MMI 250	Essential Technologies for Musicians	3
MMI 573	Music Publishing	3
MIP/MSJ/MMI/MVP:Ensembles (6 semesters of 1 credit hour)		6
Total credits for EMC Core courses = 48		
<b>Courses in the MIND Major</b>		
MCY/MTC 300+	Musicology or Music Theory 300+ elective	3
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 455	Music Industry Internship	3
MMI 537	Recorded Music Operations	3
MMI Elective		3
Select one of the following 3 AWC courses:		3
WRS 230	Advanced Professional Communication (AWC)	
COS 333	Business Communication (AWC)	
WRS 331	Legal Writing (AWC)	
<b>Additional Requirements</b>		
Minor Course or Elective		3
Minor Course or Elective		3
Minor Course or Elective		3
Minor Course or Elective		3
Minor Course or Elective		3
Minor Course or Elective		3
Total credits for courses in the major = 54		
<b>Total Credit Hours</b>		<b>128</b>

<sup>1</sup> EMC core courses require a grade of "C" or higher. Lessons require a grade of "B-" or higher.

## 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. MCY 141 Musical Trends and Traditions, which will include substantial evaluated and revised writing components.
2. 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.
3. 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.

## Plan of Study with a Suggested Minor in Business or Communication

Year One		Credit Hours
<b>Fall</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/ Voice Lesson & Studio Class		2
MTC 140, MSJ 140, or MMI 140	Experiential Musicianship I or Experiential Musicianship I or Experiential Musicianship I	3
MTC 107, MSJ 107, or MMI 107	Skills Lab I or Skills Lab I or Skills Lab I	1
MCY 140	Experiencing Music	3
MKP 140 or MSJ 103	Keyboard Studies I or Jazz Piano I	1
WRS 105	First-Year Writing I	3
UMX 100	The University of Miami Experience	0
Ensemble		1
		<b>Credit Hours</b>
		<b>15</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MCY 141	European Musical Traditions	3
MTC 141, MSJ 141, or MMI 141	Experiential Musicianship II or Experiential Musicianship II or Experiential Musicianship II	3
MTC 108, MSJ 108, or MMI 108	Skills Lab II or Skills Lab II or Skills Lab II	1
MKP 141 or MSJ 104	Keyboard Studies II or Jazz Piano II	1
MMI 173	Introduction to the Music Industry	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Ensemble		1
		<b>Credit Hours</b>
		<b>18</b>
<b>Year Two</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MTC 240, MSJ 240, or MMI 240	Experiential Musicianship III or Experiential Musicianship III or Experiential Musicianship III	3
MTC 207, MSJ 207, or MMI 207	Skills Lab III or Skills Lab III or Skills Lab III: American Song Traditions	1

MMI 274	Introduction to Music Copyright Law	3
Business Elective		3
MTH 113	Finite Mathematics	3
Ensemble		1
<b>Credit Hours</b>		<b>17</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MTC 241, MSJ 241, or MMI 241	Experiential Musicianship IV or Experiential Musicianship IV or Experiential Musicianship IV	3
MTC 208, MSJ 208, or MMI 208	Skills Lab IV or Skills Lab IV or Skills Lab IV: American Song Traditions	1
MMI 250	Essential Technologies for Musicians	3
MMI 573	Music Publishing	3
People and Society Cognate		3
Ensemble		1
<b>Credit Hours</b>		<b>17</b>
<b>Year Three</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MMI 378	Music Industry Agreements	3
MTC or MCY Elective 300 level or higher		3
People and Society Cognate		3
STEM Cognate		3
Ensemble		1
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
WRS 230, 331, or COS 333	Advanced Professional Communication or Legal Writing or Business Communication	3
People and Society Cognate		3
Minor Course or Elective		3
Ensemble		1
STEM Cognate		3
<b>Credit Hours</b>		<b>16</b>
<b>Year Four</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
MMI XXX	Elective	3
MMI XXX	Elective	3
MMI 455	Music Industry Internship	3
Minor Course or Elective		3
STEM Cognate		3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
MMI 420	Music Industry Capstone Project	3
MMI 537	Recorded Music Operations	3

Minor Course or Elective	3
Minor Course or Elective	3
Minor Course or Elective	3
<b>Credit Hours</b>	<b>16</b>
<b>Total Credit Hours</b>	<b>131</b>

## Music Business & Entertainment Industries with CAM and Required Minor in Business, Communication, or Entertainment

<b>Year One</b>		<b>Credit Hours</b>
<b>Fall</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MCY 140	Experiencing Music	3
MTC 140, MSJ 140, or MMI 140	Experiential Musicianship I or Experiential Musicianship I or Experiential Musicianship I	3
MTC 107, MSJ 107, or MMI 107	Skills Lab I or Skills Lab I or Skills Lab I	1
MKP 140	Keyboard Studies I	1
WRS 105	First-Year Writing I	3
UMX 100	The University of Miami Experience	0
Ensemble		1
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MCY 141	European Musical Traditions	3
MTC 141, MSJ 141, or MMI 141	Experiential Musicianship II or Experiential Musicianship II or Experiential Musicianship II	3
MTC 108, MSJ 108, or MMI 108	Skills Lab II or Skills Lab II or Skills Lab II	1
MKP 141	Keyboard Studies II	1
MMI 173	Introduction to the Music Industry	3
WRS 106	First-Year Writing II	3
Ensemble		1
<b>Credit Hours</b>		<b>18</b>
<b>Year Two</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/ Voice Lesson & Studio Class		2
MCY 221	Anglo-American Song Traditions (CAM Minor)	3
MTC 240, MSJ 240, or MMI 240	Experiential Musicianship III or Experiential Musicianship III or Experiential Musicianship III	3
MTC 207, MSJ 207, or MMI 207	Skills Lab III (CAM Minor ) or Skills Lab III or Skills Lab III: American Song Traditions	1
MMI 274	Introduction to Music Copyright Law	3
MTH 113	Finite Mathematics	3

Ensemble		1
	<b>Credit Hours</b>	<b>17</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MTC 241, MSJ 241, or MMI 241	Experiential Musicianship IV or Experiential Musicianship IV or Experiential Musicianship IV	3
MTC 208, MSJ 208, or MMI 208	Skills Lab IV (CAM Minor) or Skills Lab IV or Skills Lab IV: American Song Traditions	1
MCY 222	African-American Song Traditions (CAM Minor)	3
MMI 250	Essential Technologies for Musicians	3
MMI 537	Recorded Music Operations	3
Ensemble		1
	<b>Credit Hours</b>	<b>17</b>
<b>Year Three</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/ Voice Lesson & Studio Class		2
MMI 307	Skills Lab V: American Pop (CAM Minor) <sup>1</sup>	1
MMI 320	Contemporary Lyric Writing (CAM Minor)	3
MMI 378	Music Industry Agreements	3
People and Society Cognate		3
STEM Cognate		3
Ensemble		1
	<b>Credit Hours</b>	<b>17</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
Principal Instrument/Voice Lesson & Studio Class		2
MMI 308	Skills Lab VI: American Pop (CAM Minor) <sup>1</sup>	1
MMI 573	Music Publishing	3
WRS 230, 331, or COS 333	Advanced Professional Communication or Legal Writing or Business Communication	3
People and Society Cognate		3
Minor Course or Elective		3
Ensemble		1
	<b>Credit Hours</b>	<b>17</b>
<b>Year Four</b>		
<b>Fall</b>		
MMI 14	Music Industry Forum	1
MCY 311	Modern American Pop Music (CAM Minor)	3
MMI 455	Music Industry Internship	3
People and Society Cognate		3
STEM Cognate		3
Minor Course or Elective		3
	<b>Credit Hours</b>	<b>16</b>
<b>Spring</b>		
MMI 14	Music Industry Forum	1
MMI 445	Senior Project/Portfolio (CAM Minor) <sup>1</sup>	1
MMI 494	Special Topics in Music Media and Industry	3
Minor Course or Elective		3

Minor Course or Elective	3
STEM Cognate	3
<b>Credit Hours</b>	<b>14</b>
<b>Total Credit Hours</b>	<b>131</b>

<sup>1</sup> MMI 307, MMI 308, and MMI 445 will satisfy one MMI Elective requirement.

## Mission

The mission of the Music Industry Program is to prepare students for careers in the music business profession, specifically in the areas involving music publishing, and the record business. This is accomplished through courses in music business, music, business and communication, as well as the general education areas of English and STEM.

## Goals

- Students will have a conceptual understanding of the structures and inter-relationships of the music and entertainment industries.
- Students will acquire knowledge and understanding of the vocabulary and terminology associated with the music and entertainment industries.
- Students will be able to comprehend and apply basic music publishing procedures including copyright administration, mechanical licensing and royalties distribution.
- Students will know how to promote and sell a music industry product.
- 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: financial and project management, create and enact marketing and promotional plans, the ability to write basic agreements and licenses, and copyright management and administration.

## 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.