

# MUSIC BUSINESS, Associate in Applied Science Degree - 1806

*Business Studies Department*

The Music Business AAS provides a broad music business curriculum that is focused on skill-development in multiple areas including music publishing and licensing, record-label marketing and touring, music product sales, concert promotion, recording studio production, electronic digital distribution and music-related technologies, such as MIDI. Music history, songwriting and music theory classes are offered, along with live performance development through private instruction and participation in ensembles and the HACC Music Club. Through HACC's music computer lab (Harrisburg campus), professional studio production at off-campus locations, and required internships, students experience learning in state-of-the-art facilities. The complete program is available at the Harrisburg Campus.

## *Career Opportunities*

Graduates of the program are prepared for careers in music business, music marketing, retailing, wholesaling, music publishing and licensing, concert promotion, arts promotion, audio and studio recording production and digital distribution technology in the music and entertainment field.

## *Competency Profile*

This curriculum is designed to prepare students to:

- Prepare and deliver oral and written presentations on music business concepts
- Develop skills in applied critical thinking and decision making
- Integrate various research methods to collect and analyze music marketing data in order to design music marketing strategies
- Identify the skills, concepts, and methodologies necessary to manage the legal, financial, artistic, and ethical issues that face the contemporary music business professional
- Identify the basic functions and business interrelationships that occur among the numerous business entities that exist within the music business industry
- Perform and function as a team member
- Compare and contrast basic foundational knowledge of music languages and genres
- Investigate changes to the music business, music media, and music management and distribution environments
- Utilize appropriate software and music technologies in order to complete audio and recording production assignments
- Demonstrate functional mastery of necessary collaborative skills by completing a final music marketing internship

## **PROGRAM REQUIREMENTS (TOTAL CREDITS = 60)**

<b>General Education</b>		<b>Major Requirements</b>		<b>Other Required Courses</b>	
ENGL 101 English Composition I	3	ACCT 101 Principles of Accounting I	4	MATH 100 College Math for Business	3
ENGL 102 English Composition II (or)	3	MUS 119 Introduction to Music Theory (or)	3	MKTG 201 Principles of Marketing	3
ENGL 106 Business Writing	(3)	MUS 120 Music Theory I	(3)	Program Specific Elective**	<u>3</u>
COMM 101 Effective Speaking	3	MUSB 111 Music Business and the Internet	3		9
Humanities & Arts Elective*	3	MUSB 214 Music Business Studies	3		
Mathematics or Science Elective	3	MUSB 224 Music Industry & American Popular Music	3		
Social & Behavioral Science Elective	3	MUSB 225 Entertainment & Music Promotion	3		
First-Year Seminar Elective - BUSI 101	3	MUSB 226 Music Computer Applications	3		
Wellness	<u>1</u>	MUSB 228 Audio Technology	4		
	22	MUSB 291 Music Industry Internship	<u>3</u>		
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\*Students are to select from the following courses: ART 181 or 182; ENGL 206; HUM 101, 115 or 201; MUS 104; PHIL 200; THTR 101.

\*\*Select 3-credits from the following courses: MUSB 227, 229; MUS 111, 112, 115, 116; THTR 110.

## **RECOMMENDED SEQUENCE FOR FULL-TIME STUDENTS**

Part time students can complete this program by taking one or more courses each semester.

<b>Fall Semester I</b>	<b>Spring Semester I</b>	<b>Summer I</b>	<b>Fall Semester II</b>	<b>Spring Semester II</b>
BUSI 101	3 COMM 101	3 MUSB 291	3 MATH 100	3 ACCT 101
ENGL 101	3 ENGL 102 or 106	3	MUSB 225	3 MKTG 201
MUS 119 or 120	3 Humanities/Arts Elective	3	MUSB 228	4 MUSB 226
MUSB 111	3 MUSB 224	3	Program Specific Elective	3 Math/Science Elective
MUSB 214	3 Wellness	1	Social/Behavioral Science Elective	3