

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 and their relationship to culture
- 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)

General Education		Major Requirements		Other Required Courses	
ENGL 101 English Composition I	3	ACCT 150 Principles of Financial Accounting I	2	MATH 100 College Math for Business	3
ENGL 102 English Composition II (or)	3	ACCT 160 Principles of Managerial Accounting I	2	MKTG 201 Principles of Marketing	3
ENGL 106 Business Writing	(3)	MUS 119 Introduction to Music Theory (or)	3	Program Specific Elective**	<u>3</u>
COMM 101 Effective Speaking	3	MUS 120 Music Theory I	(3)		9
Humanities & Arts Elective*	3	MUSB 111 Music Business and the Internet	3		
Mathematics or Science Elective	3	MUSB 214 Music Business Studies	3		
Social & Behavioral Science Elective	3	MUSB 224 Music Industry & American Popular Music	3		
First-Year Seminar Elective - BUSI 101	3	MUSB 225 Entertainment & Music Promotion	3		
Wellness	<u>1</u>	MUSB 226 Music Computer Applications	3		
	22	MUSB 228 Audio Technology	4		
		MUSB 291 Industry Internship	<u>3</u>		
			29		

*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; any foreign language course.

**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.

Fall Semester I	Spring Semester I	Summer I	Fall Semester II	Spring Semester II
BUSI 101	3 COMM 101	3 MUSB 291	3 MATH 100	3 ACCT 150
ENGL 101	3 ENGL 102 or 106	3	3 MUSB 225	3 ACCT 160
MUS 119 or 120	3 Humanities/Arts Elective*	3	4 MUSB 228	3 MKTG 201
MUSB 111	3 MUSB 224	3	3 Program Elective**	3 MUSB 226
MUSB 214	3 Wellness	1	3 Social/Behavioral Science Elective	3 Math/Science Elective