

MUSIC INDUSTRY STUDIES, B.S.

Learning Outcomes

1. The ability to hear, identify, and work conceptually and analytically with the elements of music – rhythm, harmony, and structure.
2. A basic understanding of compositional processes, aesthetic properties of style, and ways these shape and are shaped by artistic and cultural forces.
3. An acquaintance with a wide selection of musical literature, the principal eras, genres, and cultural sources, including, but not limited to, jazz, popular, classical, and world music forms.
4. The ability to defend musical judgements.
5. A functional proficiency in at least one area of instrumental or vocal performance.
6. An overview understanding of the music industry, including the functions and organizational structures of its basic component sectors, and the relationships of these sectors together.
7. A working knowledge of the multiple ways the music industry and its sectors use principles and techniques of marketing, promotion, management, and merchandising, including the development, manufacturing, distribution and retailing of musical products.
8. A basic knowledge of the fundamental principles, issues, and systems associated with creative and intellectual property, including but not limited to copyright, publishing, licensing, patents, and trademarks.
9. A functional knowledge of artist and concert management, including but not limited to promotion and production.
10. An overview and understanding of organizational structures, practices, and standard issues associated with music organizations.
11. A basic understanding of how computers and information technologies influence the business environment, e-commerce, and the decisions of various sectors of the music industry.
12. A basic knowledge of the major information and data sources that support or influence decision-making in the music industry and in business more generally.
13. An understanding of the fundamental principles of micro- and macro-economics sufficient to apply them to basic economics analysis, evaluation, and decisions-making.
14. A functional knowledge of accounting, including financial and managerial accounting.
15. A basic understanding of principles, techniques, and common practices in business law, management, business ethics, and marketing, including but not limited to consumer behavior, market research, publicity, and public relations.
16. A basic understanding of international business practices.