MUSI 1203. Music Theory for Music Industry 1. 4 Hours.
Provides basic instruction in reading and writing music. Introduces melodic and harmonic practices, concentrating in popular music styles. Develops ear training and sight-singing skills. Permission of instructor required for students who do not meet prerequisite; music majors and performance certificate students only.

MUSI 1204. Analyzing Popular Genres. 4 Hours.
Continues MUSI 1203. Examines the role and function of various musical elements by analyzing examples from popular music. Examines structure, lyrics, and instrumentation in popular music. Offers students an opportunity to further develop ear training and sight-singing skills.

MUSI 1230. Introduction to Music Industry. 4 Hours.
Examines business-related areas of the music industry. Topics include music publishing, copyright, the function of performing rights organizations (ASCAP and BMI), talent agents, artist management, concert promotion, and royalties and contracts.

MUSI 1231. Music Industry 2. 4 Hours.
Continues MUSI 1230. Topics include the music products industry, theatrical production, arts administration, the recording industry, music in broadcasting, music in advertising, and royalties and contracts.

MUSI 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MUSI 2101. Demo Production for Songwriters. 4 Hours.
Offers students an opportunity to learn the necessary techniques to utilize current Musical Instrument Digital Interface (MIDI) and audio technology in the production of professional-quality song demos, including intermediate to advanced skills and concepts of MIDI, synthesis, multitrack recording, mixing, and sound processing. Covers musical approaches to the effective assembly and arranging of sound materials using professional digital audio workstations (DAWs). Focuses on techniques to import and export both MIDI and audio data to greater facilitate collaboration within the virtual classroom as well as using external collaborators (across a variety of DAWs and platforms). Songwriting skills are also critiqued.

MUSI 2231. Music Licensing for Media. 4 Hours.
Examines a variety of music usages in film, advertisements, TV shows, and other media types or venues that require music licensing. Offers students an opportunity to examine licenses and agreements in an effort to enable them to customize boilerplate forms to reflect accurately the needed licenses with any and all customized terms. Stresses teamwork, defining roles within a team, and assertiveness in an effort to enable students to function at their highest level for the demanding team-based final project. The final project stresses resourcefulness, meeting deadlines, creative excellence, along with open and sustained communication between the production side and the creative side.

MUSI 2232. Music Recording 1. 4 Hours.
Introduces the history and practice of recording music. Covers recording apparatus; microphones; monophonic, stereophonic, and digital theory and techniques; field recording; studio terminology; basic sound theory; and development of rudimentary editing skills. Also examines the role of the producer vs. that of the technician, preparation for recording sessions, and basic legal regulations regarding copyrights and compensation.

MUSI 2233. Music in the Online and Mobile Environment. 4 Hours.
Offers an overview of the music and radio industries as related to the world of Internet radio. Analog radio has historically been resilient in the face of previous technological advances (FM, TV, satellite radio, HD radio) but now faces pressures from online, mobile, and social media platforms. Introduces conceptual frameworks of innovation theory, scans the current music/radio ecosystem, studies real-world examples, and examines processes to facilitate the reimagining of industry practices. Offers students an opportunity to learn basic concepts and vocabulary for Internet-based music services, to learn and to apply theories of innovation to identify optimum opportunities, to draft a plan for an Internet radio/music service, and to create an audio demo of the idea.

MUSI 2234. Festivals. 4 Hours.
Examines the multiple ways in which festivals affect musical life. Analyzes festivals both as music communities concentrated into limited temporal and geographic frames as well as social and cultural institutions situated within particular historical and cultural contexts. Studies what a festival does; what we can learn from the history of music festivals; how festivals have impacted social, cultural, economic, and aesthetic hierarchies; and what festival organizers consider when making artistic, financial, and administrative decisions. By the end of the semester, successful students should have a comprehensive understanding of both the business and the cultural contexts of music festivals, which they should be able to demonstrate through individual written, multimodal creative, and group assignments.

MUSI 2330. Performing Arts Administration. 4 Hours.
Introduces music management including the structure of nonprofit organizations (such as arts service organizations, arts centers, symphony orchestras, chamber orchestras, ensembles, opera companies, and university arts programs) and the structure of for-profit enterprises. Examines financial management, funding, and audience development.

MUSI 2331. Music Recording 2. 4 Hours.
Offers students the opportunity to learn additional skills in the recording process, such as material marketing and distribution, contracts and negotiations, and establishing distribution channels. Includes hands-on studio production of record-quality material.

MUSI 2332. Music Publishing and Royalties. 4 Hours.
Focuses on music publishing, which plays a pivotal role in the music industry. Not only does this field generate billions of dollars worldwide in revenue, but it has become an essential part of the recording, live performance, and merchandising sectors of the music industry. Examines the concepts and current issues of music publishing as it pertains to recording, film, television, print, and other media. Topics include licensing, royalty collection, and the art of negotiating music copyrights.

MUSI 2341. Music Supervision 1. 4 Hours.
Covers the field of music supervision, which has become an in-demand field due to the increased use of songs in TV shows, films, live events, advertisements, websites, and other forums. Discusses the whole process, from choosing the perfect song/lyric to strategies for securing licensing with artists and publishers. Offers students a hands-on opportunity to make music selections fit a variety of media and also to structure licensing/contract deals for composers, publishers, and record companies. Final project involves networking with Green Line Records and external rights holders to license and place music into a series of scenes and advertisements.
MUSI 2540. Special Topics in Music Industry. 1-4 Hours.
Focuses on various topics related to the music industry. May be repeated without limit.

MUSI 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MUSI 3332. Artist Management. 4 Hours.
Provides an in-depth investigation of the field of musical artist management. Explores the artist-manager relationship, the management contract, artist evaluation, image formulation, the artist's development team, achieving a recording contract, merchandising, endorsements, sponsorships, touring, and financial management.

MUSI 3333. The Record Industry. 4 Hours.
Examines the domestic and international record industry. Topics include industry structure, business and legal affairs, the recording contract, royalties, manufacturing, distribution, promotion, publicity, advertising, licensing, and piracy. Offers students the opportunity to explore major record labels and independent labels. Addresses the past, present, and future.

MUSI 3334. Music Products Industry. 4 Hours.
Provides a thorough examination of business organization, marketing, distribution, and sales techniques in the diverse field of the music products industry. Investigates market sectors such as musical instruments; professional, semiprofessional, and home audio equipment; the recording industry; and print music.

MUSI 3335. Copyright Law for Musicians. 4 Hours.
Explores the unique character of music-related copyright issues. Investigates common law copyright; statutory copyright; ownership, duration, and transfer of copyright; fair use; works for hire; infringements and remedies; public domain works; and international copyright. Also examines related legal aspects of the music industry.

MUSI 3338. Music Industry Marketing and Promotion. 4 Hours.
Provides a thorough examination of the principles and applications of marketing and promotion within the music industry. Students explore how music companies successfully conduct product, pricing, distribution, and communication management. Approaches music marketing issues using readings, specific music marketing case studies, lectures, guest speakers, and projects.

MUSI 3340. Concert Promotion and Venue Management. 4 Hours.
Provides an in-depth exploration of the principles and practices of concert promotion and venue management. Focuses on areas such as concert promotion, venue advertising, talent buying, contractual requirements, insurance, government regulation, American Society of Composers, Authors, and Publishers (ASCAP)/BMI licenses, personnel management, and concert production and administration.

MUSI 3341. Music Recording 3—Mixing and Mastering. 4 Hours.
Covers specific topics relating to the final stages in music recording—mixing and mastering. Discusses criteria for making decisions about levels, equalization, dynamics, time-based effects, and spatial positioning. In-depth listening and analysis are designed to augment hands-on practice using both students' current recordings and professional recordings from the past forty years.

MUSI 3342. Music Supervision 2. 4 Hours.
Builds on the basic skills covered in MUSI 2341. Digs deeper into supporting visual media through the use of songs, sound design, and underscore. Offers students hands-on opportunities to make music selections fit a variety of media by developing skills in music editing, critical listening, "pitching" to a producer, negotiating with rights owners, working with "temped" music, staying within budgets, and working with a production team as well as working individually. Includes exclusive interviews and guest lecturers in their respective fields. The final project entails collaboration between a variety of on-campus and off-campus resources, serving as both a preparation to the field of work and as a career networking opportunity.

MUSI 3401. Hip Hop in the Music Industry. 4 Hours.
Seeks to prepare and challenge music industry students to analyze Hip-Hop culture through a variety of lenses (musical, social, political, economical, cultural, and religious/spiritual) in order to uncover the impact (positive, negative, and/or neutral) on society. Focuses on the role of the music/entertainment industry within the influence, exposure, and dissemination of Hip-Hop culture. Also addresses a number of topics including Hip-Hop production; sampling and intellectual property; packaging and marketing Hip-Hop; and musicality, authenticity, and integrity. Analyzes Hip-Hop culture's contributions to ongoing dialogues on gender, sexuality, sensuality, race, ethnicity, class, justice, and equality.

MUSI 3540. Special Topics in Music Industry. 4 Hours.
Focuses on various topics related to the music industry. May be repeated up to two times.

MUSI 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MUSI 4530. Music Entrepreneurship. 4 Hours.
Designed to provide students with the knowledge, skills, and abilities necessary to plan, finance, develop, and operate a new music venture. Topics include attributes of music entrepreneurs and entrepreneurial careers, evaluating opportunities, writing business plans, financing the venture, and long-term management and planning.

MUSI 4601. Seminar in Music Industry. 4 Hours.
Presents a capstone course for music industry students. Offers advanced students the opportunity to explore contemporary events and issues in the music industry. Allows students to reflect upon, distill, and apply knowledge accumulated in prior courses and previous experiential learning. This reflection and application occurs through substantial writing assignments and classroom discussion. Fulfills the college's experiential education requirement for music industry majors.

MUSI 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MUSI 4991. Research. 4 Hours.
Offers an opportunity to conduct research under faculty supervision.

MUSI 4992. Directed Study. 1-4 Hours.
Focuses on independent work in a selected area of music under the direction of a member of the department. Enrollment is limited to qualified students by special arrangement with the supervising faculty member and with the approval of the department chair. May be repeated without limit.

MUSI 4993. Independent Study. 1-4 Hours.
Offers independent work under the direction of members of the department on a chosen topic. Course content depends on instructor. May be repeated without limit.
MUSI 4994. Internship. 4 Hours.
Offers students an opportunity for internship work. May be repeated without limit.

MUSI 4996. Experiential Education Directed Study. 4 Hours.
Draws upon the student's approved experiential activity and integrates it with study in the academic major. Restricted to those students who are using the course to fulfill their experiential education requirement. May be repeated without limit.

MUSI 5540. Special Topics in Music Industry. 3.4 Hours.
Focuses on various topics related to the music industry. May be repeated up to two times.

MUSI 6000. Management of Music Organizations. 3 Hours.
Examines approaches used to manage and oversee various music organizations, including managing change, decision making, negotiation and presentation skills, and assessing management style. Successful music industry leaders must be well grounded in traditional management knowledge and practices, yet at the same time appreciate the unique aspects of the creative industries.

MUSI 6100. Music Industry Research Methodology. 3 Hours.
Offers students an opportunity to develop and enhance their research skills. Success as a music industry manager often hinges on the ability to find solutions effectively and efficiently. Many business mistakes can be directly traced to inaccurate information, inappropriate data, or invalid interpretation. All of these are due to inappropriate research. In an increasingly diversified music industry, managers must be functional in both qualitative and quantitative research methods and data analysis and must develop sensitivity to the target market or subjects of interest. This course is designed to help students understand how good research enables managers to make informed decisions. Requires students to complete written research reports.

MUSI 6200. Financial Management in the Music Industry. 3 Hours.
Examines financial reporting and decision making in the music industry. Offers students an opportunity to become proficient in analyzing financial statements to predict the future performance and growth of a firm.

MUSI 6300. Intellectual Property for Music Management. 3 Hours.
Focuses on the regulatory frameworks and converging media law. Topics include contracts, licensing, standards, and best practices in intellectual property both at a national and international level.

MUSI 6400. Marketing Strategies in the Music Industry. 3 Hours.
Examines the role of strategic planning in developing effective marketing programs that enhance the overall performance of a music organization. Specific topics include consumer behavior, market segmentation, targeting, customer equity, brand equity, brand positioning, marketing research, product policy, pricing strategy, distribution channels, marketing communications, global branding, new product development, and social marketing.

MUSI 6500. Leadership of Music Organizations. 2-4 Hours.
Examines the role and function of leaders within the music industry. Seeks to extract lessons and insights that can be applied to students' own approaches to leadership. The readings cover leaders from the music and entertainment industries and other fields as they lead in a variety of contexts. It is an eclectic group who face diverse challenges. Discusses the key elements of leadership, and a framework for thinking about leadership provides the focus for discussions. Offers students an opportunity to develop a coherent and consistent perspective on leadership within the creative industries.

MUSI 6540. Special Topics in Music Industry Leadership. 1-4 Hours.
Focuses on various topics related to the music industry. May be repeated up to 11 times for up to 12 total credits.