The Master of Science program focuses on the core scholarly areas of music industry. Students specialize in one of four curricula pathways: professional, research, entrepreneurship, and practice. Courses seek to provide a solid foundation in music industry theory and analysis while offering students the opportunity to apply the foundational skills to an area of personal interest. Elective courses emphasize the creation and sustainability of music organizations in a rapidly evolving environment. Using an active-learning approach, the program focuses on developing music executives intellectually and ethically, while providing them with a keen appreciation for the complexities of managing in the creative industries. This approach focuses on long-term skill sets that enhance the potential of graduates within a fluid and ever-changing field. The program also emphasizes global leadership qualities that provide a broader vision of the music industry on an international level.

The JD/MS in Music Industry Leadership is a dual-degree program that offers students a variety of opportunities for real-world, experiential learning at the intersection of law and music business. Candidates for the JD/MS program must independently apply and gain admission to the School of Law and the College of Arts, Media and Design. Admission to one school does not ensure admission to the other. Candidates may apply to both schools prior to matriculation at the law school, or students may wait until they are enrolled in the School of Law before seeking admission to the College of Arts, Media and Design. During either the first or second year of law school, students may apply to the MS program during the winter or spring for enrollment the following September. Students enrolled in law school who are interested in pursuing this dual degree should contact the Office of Academic and Student Affairs and Professor Kara Swanson, JD/MS faculty advisor, during the fall or winter of their first or second year for further information.

**Curriculum**

The MMIL offers students four curriculum options for degree completion. A minimum of 32 semester hours and nine courses (not including the intensive reporting seminar), with a GPA of 3.000, are required for graduation. Each option is designed to highlight a student’s strength and longer-term goals. Consultation with the graduate coordinator prior to degree commencement is required to establish a student’s ideal curriculum pathway.

**Programs**

**Master of Science (MS)**

- Music Industry Leadership (http://catalog.northeastern.edu/graduate/arts-media-design/music/music-industry-leadership-ms)

**Certificate**

- NEC/NU Joint Certificate Program—General Certificate of Merit in Music Performance (http://catalog.northeastern.edu/graduate/arts-media-design/music/nec-nu-joint-certificate-merit-in-music-performance)
- NEC/NU Joint Certificate Program—Professional Studies Certificate in Music Performance (http://catalog.northeastern.edu/graduate/arts-media-design/music/nec-nu-joint-certificate-professional-studies-certificate-music-performance)

**Dual Degree (JD/MS)**

- Music Industry Leadership (http://catalog.northeastern.edu/graduate/arts-media-design/music/music-industry-leadership-jdms)

**Courses**

**Music Industry Courses**

**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. _Prereq. Music industry leadership students only._

**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. _Prereq. Music industry leadership students only._

**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. _Prereq. Music industry leadership students only._

**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. _Prereq. Music industry leadership students only._
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. Prereq. Music industry leadership students only.

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. Prereq. Music students only.

MUSI 6540. Special Topics in Music Industry Leadership. 1-4 Hours.
Focuses on various topics related to the music industry. Prereq. Music industry leadership students only.

MUSI 6600. Music Industry Negotiation. 2 Hours.
Immerses students in a variety of negotiations that cover typical music industry agreements within the pop and classical world. Being a leader in the music industry requires one to possess solid negotiating skills for building sustainable businesses or networks of long-term relationships. Covers "interest-based negotiation," by which the parties "expand the pie" and unearth options for mutual gain for both parties. Offers students an opportunity to role-play multiparty/multi-issue negotiations, heightening the realism of industry scenarios, which often have several stakeholders. Addresses ethics, assertiveness, hardball tactics, presentation, and gender to offer students an opportunity to improve their effectiveness as negotiators. Prereq. Music students only.

MUSI 6700. Advanced Licensing Techniques for Music Management. 2-4 Hours.
Identifies and explores advanced licensing strategies, techniques, and transactions for various intellectual properties, including music publishing, sound recordings, trademarks/service marks, and likeness/publicity rights. Examines complex or hybrid licenses that cover more than one aspect of IP in the same license and approaches, strategies, and tactics (both successful and unsuccessful) that have been applied to licensing. Offers students an opportunity to develop a dynamic and effective licensing methodology and practice. Prereq. Music industry leadership students only.

MUSI 6800. Music and Mobile Technologies. 3 Hours.
Examines the mobile music landscape and the major underlying technical, legal, economic, and creative principles in play. The music mobile space is a hotbed of innovation, new content, and novel monetization approaches. The technology, telecommunications, and creative sectors are undergoing rapid changes at the point of their intersection, and this is particularly true for the music industry. Examines this arena from the points of view of artists, businesses, and consumers. Prereq. Music industry leadership students only.

MUSI 6964. Co-op Work Experience. 0 Hours.
Offers eligible students an opportunity for work experience. Prereq. Music industry leadership students only.

MUSI 7976. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the department on chosen topics. Prereq. Music industry students only.