

# Music Industry (MUSI)

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## **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.

**Prerequisite(s):** MUSI 1203 with a minimum grade of C or MUSC 1201 with a minimum grade of D-

## **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 1990. Elective. (1-4 Hours)**

Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

## **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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of D-

**Attribute(s):** NUpath Creative Express/Innov

## **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 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.

**Attribute(s):** NUpath Creative Express/Innov

## **MUSI 2235. Copyright in the Creative Industries. (4 Hours)**

Explores the balance of interests at the heart of copyright law, including enhancing the public interest, supporting innovation, and protecting private property rights. Offers students an opportunity to gain an appreciation of the significance of copyright in the structure, operation, and customs of the creative industries. Focuses on the unique character of music-related copyright issues and addresses the music industries' outsized impact on the development of copyright policy in the United States.

**Attribute(s):** NUpath Societies/Institutions

## **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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

## **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.

**Prerequisite(s):** MUSI 2232 with a minimum grade of C

**Attribute(s):** NUpath Creative Express/Innov

## **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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

**Attribute(s):** NUpath Creative Express/Innov

## **MUSI 2540. Special Topics in Music Industry. (1-4 Hours)**

Focuses on various topics related to the music industry. May be repeated without limit.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

## **MUSI 2990. Elective. (1-4 Hours)**

Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

## **MUSI 2991. Research in Music Industry. (1-4 Hours)**

Offers an opportunity to conduct introductory-level research or creative endeavors under faculty supervision.

**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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

**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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

**Attribute(s):** NUpath Creative Express/Innov

**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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

**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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

**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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

**Attribute(s):** NUpath Analyzing/Using Data, NUpath Creative Express/Innov

**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.

**Prerequisite(s):** MUSI 2331 with a minimum grade of D-

**Attribute(s):** NUpath Creative Express/Innov

**MUSI 3351. Music and Social Justice. (4 Hours)**

Introduces theories of ethics, morality, and equality and strategies to advance social justice—to ensure equality and human dignity for all people—through music. Explores the music industry as both a microcosm of society and amplifier of our collective ethics. On stage, on the record, and through direct action, musicians worldwide use their art and renown to serve social movements. Many also face equality and equity challenges within the music industry. As future professionals, students may either challenge or reinforce the injustices they encounter in their professional and personal lives. Through critical discourse on professional ethics in the music business and service-learning projects requiring direct community engagement, seeks to empower students to make a lifelong commitment to ethical decision making and advancing social justice.

**Prerequisite(s):** MUSI 1230 with a minimum grade of D-

**Attribute(s):** NUpath Difference/Diversity, NUpath Ethical Reasoning

**MUSI 3360. Global Music Industries in Context. (4 Hours)**

Offers students an opportunity to obtain the cultural curiosity and adaptive dexterity needed to analyze diverse global music industries in their historical, cultural, economic, and political contexts. Through the labels, scenes, and digital spaces that form the professional settings for today's global music professionals—explored in course readings, creative case studies, and summative research projects—identifies the many ways in which diverse industries consolidate music production, distribution, and consumption. Students encounter and analyze diverse professional practices and creative products and critique music's value—financial, social, political, ideological, and personal. In addition, students practice critical reading and observation and identify traditions within the social sciences and cultural criticism that provide valuable theoretical lenses for the interpretation of global music industries in context.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C

**Attribute(s):** NUpath Difference/Diversity, NUpath Societies/Institutions

**MUSI 3401. Hip Hop in the Music Industry. (4 Hours)**

Focuses on black popular music as art, activism, and commodity from the post-Civil Rights era to today. Studies the immediate musical, historical, cultural, and industry-based precedents for rap music, which emerged in opposition to the music industry—and many other institutions that perpetuated the inequalities against which early hip-hop artists were protesting. The contemporary moment provides a unique opportunity for refocusing on the origins of hip-hop and black protest music as they relate to the industry's embrace and commodification of certain aspects of hip-hop culture. Explores the dynamic tensions between rap music as aesthetic object, countercultural expression, social commentary, and industry commodity, engaging with current expressions of all of these in the Boston area.

**Prerequisite(s):** ENGW 1111 with a minimum grade of D-

**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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C ; (ACCT 1201 with a minimum grade of D- or ACCT 1209 with a minimum grade of D- ); ECON 1116 with a minimum grade of D-

**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.

**Prerequisite(s):** MUSI 1230 with a minimum grade of C  
**Attribute(s):** NUpath Capstone Experience, NUpath Societies/Institutions, NUpath Writing Intensive

**MUSI 4990. Elective. (1-4 Hours)**

Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

**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 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 5900. Ethnography in Creative Industries. (4 Hours)**

Offers students an opportunity to work together on a class project with a partner organization, conduct individual ethnographic projects, and experiment with different forms of documenting and presenting ethnographic research. Ethnography includes participant/observation and other qualitative methods. Ethnographic research provides insights into institutions and organizations within creative industries—their particular corporate cultures, structures, priorities, market emphases, divisions of labor, etc. Ethnographic data informs corporate strategy and contributes to marketplace research. For creative producers—actors, architects, artists, dancers, designers, musicians, writers—ethnography can inform creative practice, enriching the artworks that form the core of creative industries. Studies what we learn from ethnography, what purposes ethnographic research is best suited for, how ethnography contributes to strategic decision making, and how ethnography enriches creative practice and art making.

**Attribute(s):** NUpath Analyzing/Using Data, NUpath Capstone Experience, NUpath Societies/Institutions

**MUSI 6000. Management of Music Organizations. (4 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 Creative Practice Leadership. (4 Hours)**

Introduces students to intellectual properties: copyright, trademark, trade secrets, patents, and likeness/publicity rights. Reviews the balance of interests at the heart of intellectual property policy, including serving the public interest, supporting innovation, and protecting private property rights.

**MUSI 6360. Investigating Global Music Industries in Context. (4 Hours)**

Supports graduate students' development of the investigatory and explicatory acumens necessary to put their new knowledge to work. Students encounter and compare diverse global music industries in their historical, cultural, economic, and political contexts. Explores the professional practices of and cultural contexts for today's global music professionals in course readings, creative case studies, and summative research projects. Identifies the ways in which diverse industries consolidate music production, distribution, and consumption. Analyzes diverse creative products and critiques music's value—financial, social, political, ideological, and personal. Students practice critical reading and interpretation and apply theories within the social sciences and cultural criticism for the interpretation of global music industries in context.

**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 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.

**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.

**MUSI 6964. Co-op Work Experience. (0 Hours)**

Offers eligible students an opportunity for work experience.

**MUSI 7976. Directed Study. (1-4 Hours)**

Offers independent work under the direction of members of the department on chosen topics. May be repeated without limit.

**MUSI 7980. Capstone. (4 Hours)**

Offers students an opportunity to integrate their course work, knowledge, and experiences into a capstone project. Offers students an opportunity to work in partnership with local, state, or national leaders to produce an operational music company. This is a faculty-guided project for students completing course work in music industry leadership studies.