

MEBU 3100: Fundamentals of the Music and Entertainment Business

3 Credit Hours

Prerequisite: 90 credit hours, recommended minimum cumulative GPA of 2.8, application and acceptance to the Music and Entertainment Business Certificate program, and permission of the MEBU director.

This course is a survey of the music and entertainment industry, its various prominent commercial and regulatory organizations, and its developmental history and future directions. Specific topics covered in this course include music and entertainment company operations, income generation, distribution models, publishing technologies, film, television, new media, and emerging trends.

MEBU 3280: Fundamentals of Creative Adaptability (Video Production)

3 Credit Hours

Concurrent:

MEBU 2270

This course is designed to equip students with the skills to gain a basic working knowledge of video production as it applies to the entertainment industry. Specifically, students are introduced to video production techniques through hands-on learning modules, relevant lectures, and real-world technology project development and implementation.

MEBU 3370: Fundamentals of Audio Production and Technology

3 Credit Hours

Prerequisite: MEBU 2270

This course provides students with fundamental learning opportunities focused specifically on the field of audio production & technology. Students will gain specialized knowledge, vocabulary, and skills related to audio recording techniques, the principles of sound and hearing, computer software/hardware, live sound production, studio equipment, and a broad range of audio production competencies. Students learn through a balance of relevant lectures, hands-on workshops, and real-world recording, mixing, and mastering projects.