

Interdisciplinary Music and Entertainment Business

Certificate

Program Description

The Joel A. Katz Music and Entertainment Business Program is a joint venture between the Coles College of Business and the College of the Arts. The purpose of the Music and Entertainment Business program is to develop leaders for the entertainment industry. The MEBU program creates an intellectual synergy beyond what students can achieve in business or entertainment programs separately. Core content of the program includes: Business Fundamentals; Entertainment Industry Knowledge; Music Fundamentals; Production and Technology; Music, Film, and Digital Entertainment and Hands-on Experiences. The MEBU program provides students the opportunity to be successful in the music and entertainment industry.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admission Requirements

This program does not have specific admission requirements and only Admissions to Kennesaw State University is required.

Graduation Requirements

Each student is expected to meet the requirements outlined in the Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Program Requirements

For Bachelor of Arts (BA) Candidates:

Required (18 Credit Hours)

- ACCT 2101: Principles of Accounting I
- MEBU 3100: Fundamentals of the Music and Entertainment Business
- MEBU 4100: Emerging Trends of the Music and Entertainment Business
- MEBU 4200: Current Topics in the Music and Entertainment Business
- MGT 3100: Management and Behavioral Sciences

or

- MKTG 3100: Principles of Marketing
- MEBU 2270: Entertainment Media Production

or

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)

MENT/MEBU courses (3 Credit Hours)

Select one from the following list:

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)
- MEBU 3370: Fundamentals of Audio Production and Technology
- MEBU 3380: Principles of Creative Adaptability (Video Production)
- MEBU 3398: Internship in the Music and Entertainment Business
- MENT 4444: Film and Video Structure and Process

Elective (3 Credit Hours):

Select one (not used above) from the following:

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)
- MEBU 3370: Fundamentals of Audio Production and Technology
- MEBU 3380: Principles of Creative Adaptability (Video Production)
- MEBU 3398: Internship in the Music and Entertainment Business
- MEBU 4470: Advanced Audio Production and Technology
- MEBU 4480: Advanced Creative Adaptability (Video Production)
- MEBU 4490: Special Topics in the Music and Entertainment Business

For Bachelor of Music (BM) Candidates:

Required (18 Credit Hours):

- ACCT 2101: Principles of Accounting I
 - MEBU 3100: Fundamentals of the Music and Entertainment Business
 - MEBU 4100: Emerging Trends of the Music and Entertainment Business
 - MEBU 4200: Current Topics in the Music and Entertainment Business
 - MGT 3100: Management and Behavioral Sciences
- or
- MKTG 3100: Principles of Marketing
-
- MEBU 2270: Entertainment Media Production

or

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)

MENT/MEBU Courses (3 Credit Hours)

Select one from the following list:

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)
- MEBU 3370: Fundamentals of Audio Production and Technology
- MEBU 3380: Principles of Creative Adaptability (Video Production)
- MEBU 3398: Internship in the Music and Entertainment Business
- MENT 4444: Film and Video Structure and Process

Elective (3 Credit hours):

Select one (not used above) of from the following:

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)
- MEBU 3370: Fundamentals of Audio Production and Technology
- MEBU 3380: Principles of Creative Adaptability (Video Production)
- MEBU 3398: Internship in the Music and Entertainment Business
- MEBU 4470: Advanced Audio Production and Technology
- MEBU 4480: Advanced Creative Adaptability (Video Production)
- MEBU 4490: Special Topics in the Music and Entertainment Business

For Bachelor of Business Administration (BBA) Candidates:

Required (12 Credit Hours):

- MEBU 3100: Fundamentals of the Music and Entertainment Business
 - MEBU 4100: Emerging Trends of the Music and Entertainment Business
 - MEBU 4200: Current Topics in the Music and Entertainment Business

 - MEBU 2270: Entertainment Media Production
- or
- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)

MENT/MEBU courses (3 Credit Hours):

Select one from the following list:

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)
- MEBU 3370: Fundamentals of Audio Production and Technology

- MEBU 3380: Principles of Creative Adaptability (Video Production)
- MEBU 3398: Internship in the Music and Entertainment Business
- MENT 4444: Film and Video Structure and Process

Elective (9 Credit Hours)

Select three (not used above) from the following:

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)
- MEBU 3370: Fundamentals of Audio Production and Technology
- MEBU 3380: Principles of Creative Adaptability (Video Production)
- MEBU 3398: Internship in the Music and Entertainment Business
- MEBU 4470: Advanced Audio Production and Technology
- MEBU 4480: Advanced Creative Adaptability (Video Production)
- MEBU 4490: Special Topics in the Music and Entertainment Business
- MKTG 3800: Entertainment Marketing
- MKTG 4500: Internet Marketing and Global Business
- MKTG 4650: Advertising
- MGT 3190: Business, Ethics, and Society
- MGT 3600: Introduction to International Business

For Bachelor of Science (BS) Candidates:

Required (18 Credit Hours):

- ACCT 2101: Principles of Accounting I
- MEBU 3100: Fundamentals of the Music and Entertainment Business
- MEBU 4100: Emerging Trends of the Music and Entertainment Business
- MEBU 4200: Current Topics in the Music and Entertainment Business
- MGT 3100: Management and Behavioral Sciences
- or
- MKTG 3100: Principles of Marketing
- MEBU 2270: Entertainment Media Production
- or
- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)

MENT/MEBU courses (3 Credit Hours):

Select one from the following list:

- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)
- MEBU 3370: Fundamentals of Audio Production and Technology
- MEBU 3380: Principles of Creative Adaptability (Video Production)
- MEBU 3398: Internship in the Music and Entertainment Business
- MENT 4444: Film and Video Structure and Process

Elective (3 Credit hours):

Select one (not used above) from the following:

- COMM 2230: Introduction to Mass Communication
- MEBU 3280: Fundamentals of Creative Adaptability (Video Production)
- MEBU 3370: Fundamentals of Audio Production and Technology
- MEBU 3380: Principles of Creative Adaptability (Video Production)
- MEBU 3398: Internship in the Music and Entertainment Business
- MEBU 4470: Advanced Audio Production and Technology
- MEBU 4480: Advanced Creative Adaptability (Video Production)
- MEBU 4490: Special Topics in the Music and Entertainment Business

Program Total (24 Credit Hours)