



## **Music Business – Management and Marketing**

Associate in Science | Code: 25019 | 64 credits

**CIP (1650091300)**

**Effective Term: Fall 2025 (2257)**

The Associate of Science in Music Business with a concentration in Management and Marketing is tailored for students aspiring to build careers in the music and entertainment industries. This program blends core business skills with specialized knowledge and practices unique to the music industry. Graduates will gain the expertise needed to navigate key aspects of the industry, including artist management, event production, music publishing, licensing, administration, marketing, and entrepreneurship. Through hands-on learning and industry-focused coursework, students will be equipped to succeed as professionals in this dynamic field.

### **GENERAL EDUCATION REQUIREMENTS (15.00 Credits)**

#### **COMMUNICATIONS (3.00 credits)**

ENC 1101	English Composition 1	(3 credits)	Prerequisite: Student must meet the Developmental Education reading and writing requirements in State Rule 6A-10.0315 (by course, placement score, or eligible exemption).
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#### **HUMANITIES (3.00 credits)**

ARH 1000	Art Appreciation	(3 credits)	
HUM 1020	Introduction to Humanities	(3 credits)	
LIT 2000	Introduction to Literature	(3 credits)	Prerequisite: ENC1101
MUL 1010	Music Appreciation	(3 credits)	
PHI 2010	Introduction to Philosophy	(3 credits)	Prerequisite: ENC1101
THE 2000	Theatre Appreciation	(3 credits)	

#### **MATHEMATICS (3.00 credits)**

MGF 1130	Mathematical Thinking	(3 credits)	Prerequisite: Student must meet the Developmental Education mathematics requirements in State Rule 6A-10.0315 (by course, placement score, or eligible exemption).
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#### **NATURAL SCIENCE (3.00 credits)**

AST 1002	Descriptive Astronomy	(3 credits)
BSC 1005	General Education Biology	(3 credits)
CHM 1020	General Education Chemistry	(3 credits)
ESC 1000	General Education Earth Science	(3 credits)
EVR 1001	Introduction to Environmental Science	(3 credits)
GLY 1010	Physical Geology	(3 credits)
OCE 1001	Introduction to Oceanography	(3 credits)
PHY 1020	General Education Physics	(3 credits)

#### **SOCIAL SCIENCE (3.00 credits)**

AMH 2010	History of the US to 1877	(3 credits)
AMH 2020	History of the US since 1877	(3 credits)
POS 2041	American Federal Government	(3 credits)

### **COMPUTER COMPETENCY REQUIREMENT**

Test type(s) needed:

Computer Competency Test (CCT)

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CGS 1060C	Introduction to Computer Technology and Applications
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**MAJOR COURSE REQUIREMENTS (21.00 credits)**

GEB 1011	Principles of Business	(3 credits)	
MAR 1011	Principles of Marketing	(3 credits)	
MUM 1949	Music Industry Internship	(3 credits)	Prerequisite: MUM 2700, MUM 2702, and MUM 2703; or Departmental Approval
MUM 2700	Music Business 1	(3 credits)	
MUM 2702	Music Business 2	(3 credits)	Prerequisite: MUM 2700
MUM 2703	Music Business 3	(3 credits)	
MUM 2704	Music Business 4	(3 credits)	Prerequisite: MUM 2703

**PROGRAM CONCENTRATION CORE (19.00 credits)**

ACG 2021	Financial Accounting	(3 credits)	Corequisite: ACG 2021L
ACG 2021L	Financial Accounting Lab	(1 credits)	Corequisite: ACG 2021
BUL 2241	Business Law 1	(3 credits)	
MAN 2021	Principles of Management	(3 credits)	
MAR 1720	Marketing in a Digital World	(3 credits)	
MAR 2101	Social Media Marketing	(3 credits)	
MAR 2704	Marketing Web Analytics	(3 credits)	

**MAJOR COURSE ELECTIVE (9.00 credits)**

*Choose 9 credits of elective courses from any of the following topics:*

**Private Music Lessons:**

MVB*, MVJ*, MVK*, MVO*, MVP*, MVS*, MVV*, MVW*	
MVK 1111	Class Piano 1 (1 credits)

**Television, Film Arts, and Graphic Design:**

FIL\*, GRA\*, RTV\*

**Music Production/Performance/Theory:**

MUM*, MUN*, MUT*			
MUC 2601	Introduction to Songwriting	(3 credits)	
MUH 2111	Survey of Music History 1	(3 credits)	
MUH 2112	Survey of Music History 2	(3 credits)	Prerequisite: MUH 2111
MUL 2380	Jazz and Popular Music in America	(3 credits)	
MUT 1001	Fundamentals of Music Theory	(3 credits)	Corequisite: MUT 1003
MUT 1003	Fundamentals of Music Theory Lab	(1-3 credits)	Corequisite: MUT 1001
MUS 2304	Introduction to DJ	(3 credits)	

**Business, Communications, and Technology:**

MAR*			
BUL 2242	Business Law 2	(3 credits)	Prerequisite: BUL 2241
CGS 1060C	Introduction to Computer Technology and Applications	(4 credits)	
GEB 2350	Introduction to International Business	(3 credits)	
PUR 2003	Public Relations	(3 credits)	
SBM 1000	Small Business Management	(3 credits)	
SPC 2608	Introduction to Public Speaking	(3 credits)	