

## **Contemporary Music Business for Performers and Producers Area of Focus**

15 credit hours from the following:

**Contemporary Music Business and Entrepreneurship** (3 credit hours) - This course provides students with an in-depth look into the contemporary music business and the entrepreneurial opportunities that exist within the industry.

**Contemporary Music Marketing and Public Relations** (3 credit hours) - This course provides students with an understanding of marketing and public relations in the contemporary music business.

**Record Label Operations** (3 credit hours) - This course provides students with an in-depth study of how record labels operate and the revenue streams associated with signed artists.

**Creating Your Team** (3 credit hours) - This course exposes students to the various support positions in the contemporary music industry, detailing their roles, and creating an effective team consistent with the student's career goals.

**Road, Stage, Performance, and Production Management** (3 credit hours) - This course provides students with an in-depth study of road, stage, production, and performance management and associated logistics, finances, and legalities.

**Contracts in Contemporary Music** (3 credit hours) - This course provides students with an in-depth look at contracts for goods and services within the contemporary music industry.

**Contemporary Music Operations Management, Logistics, and Planning** (3 credit hours) - This course provides students with a comprehensive understanding of the daily tasks required to profit in the contemporary music business.

**Electives to bring total hours to 124 (students must have 40 hours of upper division coursework).**