

ACM@UCO

THE ACADEMY OF CONTEMPORARY MUSIC
AT THE UNIVERSITY OF CENTRAL OKLAHOMA

PROGRAM COMPONENTS – Music Business Program Year 1

English Composition - This course provides instruction in college level writing, covering grammatical skills, rhetorical issues, and cognitive abilities necessary to produce effective academic prose.

History of the U.S. –This course is a survey of American history; students can choose to study U.S. history from the discovery of the New World through the Civil War or from the conclusion of the Civil War to the present.

Music Culture -Through analysis of different social, cultural, historical, and economic and political musical influences, students will develop the ability to recognize, discuss and analyze different musical genres through the decades.

Music Industry Studies -This course will give students the opportunity to examine various professional areas of the music industry, including the study of marketing tools, contractual issues, arts management, and career opportunities.

College Algebra for Business –This course exposes student to equations and inequalities, as well as functions and their graphs, including polynomial, rational, exponential, and logarithmic functions. Students solve problems in financial mathematics, systems of linear equations, and linear programming.

Music Appreciation -This course is a global study of both vernacular and art music from antiquity through the twentieth century. It is geared for the novice listener and/or concert patron.

Stylistic Awareness -This course will give students the opportunity to study various musical components of a wide range of styles to allow the student to develop the ability to recreate and reinterpret.

Freelance World - This course gives students the opportunity to examine the financial and contractual issues of self-employment and to develop an awareness of what it means to work in various aspects of the music industry market.

American National Government –An introductory analysis of the origin, structure, and functions of the United States national government.

Fundamentals of Speech – This course introduces elements of speech and principles of effective speaking in public. Emphasis is placed on performance and skills in preparing and presenting a public speech.

Introduction to Artist Development -This is an introductory course focusing on artist development concepts and activities as it relates to the contemporary music industry. Concepts and techniques will be presented and discussed as it relates to the discovery and development of new talent in preparation for a professional contemporary music industry career.

PROGRAM COMPONENTS – Music Business Program (con't)

Introduction to Advertising – A survey of all advertising media, value of advertising, the role of advertising, and basic principles of copy writing and design for various media

Introduction to New Media and Music - This is an introductory course focusing on the digital aspects of the music industry. The course will focus on the methodology and handling of digital media in the music industry and the concepts surrounding the marketing, distribution, and compensation relating to new media.

Year 2

Personal Computer Productivity –This course enables students to enhance their knowledge and develop their skills in the use of the packaged computer software. Students will complete individual projects in functional areas of business using applications such as document management, spreadsheet, and database. Students will learn computer search techniques to research business topics.

Accounting I –An introductory course in analyzing, processing, and using financial data of business entities.

Principles of Public Relations – Provides an overview of the public relations profession from its historic beginnings to its contemporary role in society. This course explores definitions, history, theories, principles, strategic planning, and management practices as they relate to the field of public relations.

Introduction to Concert and Tour Management -This is an introductory course focusing on the management of live performances. The course will focus on the logistics, finances, marketing, and operations aspects of both individual concerts and tours at a basic level.

Music Marketing, Merchandising & Retail I -This is a course designed to give a detailed overview of the marketing, merchandising, and retail aspects of selling contemporary music both historically and with a view toward the future.

Music Business Project I -This course will be focused on practical applications of concepts and methodologies of the music industry based on previous coursework. Such practical applications would include marketing, merchandising, touring, digital media sales, and artist development.

Accounting II –A continuation of Accounting I with increased emphasis upon the interpretation and use of accounting data by internal and external users.

Music Business Project II -This course will be focused on practical applications of complex operational aspects of the music industry based on previous coursework. Such practical applications would include marketing, merchandising, touring, digital media sales, artist development, artist management, and record label development and operations.

Artist Management -This course will be focused on the broad and detailed aspects of contemporary music artist management. Focuses will include management roles, finances, marketing, and daily operations as it relates to managing the careers of performers, producers, composers, and other contemporary music artists.

Record Label Operations and Management -This course will be focused on the broad and detailed aspects of record label development and operations. Focuses will include both major labels and independents and will cover both the history of contemporary music labels and current and future trends and the operational aspects involved in each.

PROGRAM COMPONENTS – Music Business Program (con't)

Music Marketing, Merchandising, and Retail II – This is a course designed to focus on the specific operational needs and requirements of the marketing, merchandising, and retail sales of contemporary music based on current and future trends.

Graphic Design for Non-Majors – This course is an overview of graphic design; terminology, the process of design, and communicating with text and images.