

2016-2017 MUSIC INDUSTRY STUDIES (BS) DEGREE OVERVIEW

MUSIC INDUSTRY CORE (24 CREDIT HOURS)			
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUIN-M110	Intro to Music Industry Studies	3	This course serves as an introduction to the music industry and its core components, including legal issues, recording and songwriting contracts, publishing, songwriting, copyright and licenses, music for film and television, distribution, touring, merchandising, and group issues.
MUIN-M201	Arts & Entertainment Legal Issues I	3	This course offers a more in-depth survey of the legal aspects of the music industry, including copyright, music publishing, performing rights organizations, booking, management, marketing, touring, performance agreements, recording contracts, and artist royalties.
MUIN-M215	Arts & Entertainment Management	3	Arts & Entertainment Management has two (2) major concerns: artist management and management of musical endeavors. Topics include strategic planning, managerial leadership, practical and legal issues, as well as discerning the functions and purposes of management.
MUIN-M260	Arts & Entertainment Internship	3	This course prepares students for success within internships and the professional world, with workshops in drafting cover letters and résumés, honing interview skills, and cultivating a professional networking. Successful completion of a 120-hour internship is required.
MUIN-M310	Arts & Entertainment Finance	3	This course examines the role of revenue models and investment in the music industry, including intellectual property valuation, royalty structures, raising capital, and equity crowdfunding, among other topics.
MUIN-M315	Arts & Entertainment Marketing	3	Arts & Entertainment Marketing provides an in-depth study of the principles and application of marketing, promotion, and distribution of music products and services. Case studies of music products, companies, and marketing approaches will be analyzed, as well as the concepts of social networking, digital distribution platforms, “permission” marketing, and psychographics.
MUIN-M400	Arts & Entertainment Entrepreneurship	3	Any effective music entrepreneur must understand general management principles and how to operate an enterprise. This course combines the theorized study of management with the techniques of managing a musical endeavor.
MUIN-M450	Senior Seminar	3	In this capstone course, students develop a plan of action for their career in the industry, incorporating and reinforcing everything learned from the Music Industry Studies program.

MUSIC TECHNOLOGY (9 CREDIT HOURS)			
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUGN-M115	Intro to Music Technology	3	This course introduces students to fundamentals of music, audio, and recording technology, including fundamental sound physics, MIDI, Open Sound Control communications protocols, and sampling techniques.
MUGN-M225	Digital Audio Production	3	This course offers an in-depth examination of the principles and applications of digital audio in today’s recording and interactive media industries, including digital audio fundamentals, recording and reproduction systems, and DAWs.
MUGN-M260	Internet Technologies I	3	This course familiarizes students with the fundamentals of web design as necessary to promote artists and acts online. Students will gain working knowledge of HTML, CSS, Wordpress, and other technologies.

MUSIC FOUNDATION (4 CREDIT HOURS)

Course Number	Course Title	Credit Hours	Description
MUGN-M105	Music Industry Musicianship	3	Designed for future music industry professionals with limited backgrounds in music, this course covers the basics of music theory and terminology necessary to work effectively with musicians. Prior music experience not required.
MUEN/MUPC	MUEN or MUPC Elective	1	Students will take two (2) music ensemble or music performance courses, including hip-hop ensembles, rock ensembles, and performance classes in voice, piano, or guitar. Prior music experience not required.
MUEN/MUPC	MUEN or MUPC Elective	1	

ARTS & ENTERTAINMENT INDUSTRY FORUM (8 CREDIT HOURS)

Course Number	Course Title	Credit Hours	Description
MUIN-M100	Arts and Entertainment Industry Forum	1	This weekly gathering features performances and presentations by entertainment industry executives, producers, and performers. Past guests include G-Eazy, Irma Thomas, A\$AP Ferg, What So Not, and John Goodman.

BUSINESS TRACK (12 CREDIT HOURS)

Students choose to follow one (1) of the following six (6) business tracks:

- **Accounting Track**
- **Business Administration Track**
- **Business Analytics Track**
- **Economics Track**
- **Entrepreneurship Track**
- **Marketing Track**

For more information on business tracks and minors, please view the 2016-2017 Business Tracks and Minors Guide or visit famis.loyno.edu.

TECH AND SKILLS TRACK (12 CREDIT HOURS)

Students must take four (4) Tech and Skills electives to satisfy this track, and can choose to earn a concentration on their official transcript by following one of the following optional tracks:

- **Audio Technology Track**
- **Music Technology Track**
- **Digital Media Track**
- **Graphic Design Track**
- **Mass Communication Track**
- **Production Track**

For more information on Tech and Skills electives, tracks, and minors, please view the 2016-2017 Tech and Skills Track Guide or visit famis.loyno.edu.

ELECTIVE TRACK (12 CREDIT HOURS)

This track consists of twelve (12) open general elective credit hours, in which students can elect to take any course. Transfer students with course credit that does not satisfy common core or BS MIS requirements can also use such courses to complete this track.

Using the Elective Track towards a Minor

Students can easily earn a minor using their Elective Track by taking an additional three (3) courses beyond what is required in either their Business Track or their Tech and Skills Track - without having to take additional courses beyond what is required for the BS MIS major.

Example 1: Rai has selected to take the Accounting Track to satisfy the Business Track requirement. She takes Business Law for Accounting, Principles of Financial Accounting, Intermediate Accounting I, and Strategic Cost Management, satisfying the Business Track requirement. If Rai then uses her Elective Track to take Intermediate Accounting II, Tax Accounting I, and an ACCT accounting elective, she earns a minor in Accounting.

Example 2: Troy chooses to complete the Graphic Design track for his Tech and Skills Track. He takes Typography I, Typography II, Print Design & Narrative, and Interactive Design I. If Troy then uses his Elective Track to take Design History I, Design History II, and Motion Design & Narrative I, he earns a minor in Design.

Questions? Feel free to contact FAMIS staff at (504) 865-3984 during normal business hours or anytime through mis@loyno.edu. Learn more at famis.loyno.edu.