

# MUSIC MANAGEMENT

## Bachelor of Music (Music Management)

**Music Management** prepares qualified students for a wide array of career options in recording production and promotion, music products management, music publishing, arts management and administration, business and legal relationships in the entertainment media and a host of other interests in the music industry.

The Bachelor of Music degree with Emphasis in Music Management provides a comprehensive professional music degree that combines intensive study of music with studies in music management, including music production, music publishing, copyright, licensing, income and royalty stream analysis, business fundamentals and general education classes. Each student will complete a self-designed Senior Project which demonstrates their proficiency in the major field. Students must complete a minimum of 120 units with a Pacific cumulative and program grade point average of 2.0 in order to earn the Bachelor of Music degree with a major in music management.

### Musicianship

Maintain/develop musical and supporting skills as needed to interact with performance musicians.

- a. In a recording studio or live performance setting, show facility with musical concepts and equipment.
- b. Play primary instrument in ensemble and solo performance

### Analytical, Problem-Solving and Communicative Skills

- a. Access, analyze, evaluate, synthesize and present information using a variety of methods including computer-based media.
- b. Make informed judgments and solve problems using evidence and reasoned analysis in the context of music industry topics.
- c. Adapt message and media to the audience.

### Fundamental Music Industry Theory and Practice

- a. Use basic understanding of music industry business, legal, marketing and operational practices to articulate and recommend consideration of viable change to an existing business strategy.

### Select and Use Technology

Stay abreast of and use technology to carry out music management tasks.

- a. Select and use the current range of professional music industry software to complete office-related tasks.
- b. Identify, learn, and appropriately apply available emerging technologies in the music and entertainment-based industry, especially as they relate to the creation, promotion and distribution of intellectual property.

### Entrepreneurship

Engage in entrepreneurial activities that apply critical knowledge of the music industry.

- a. Demonstrate understanding of the overall functions and structures of the current music industry including music production, copyright law, publishing, contracts, and licensing
- b. Identify and analyze major trends and events in the history of the music industry.
- c. Identify general aspects of the various niches within the industry.
- d. Distinguish/describe the structure and operations within the student's industry area of interest.

- e. Use knowledge of the music industry niches, structures, and trends to articulate a clear and reasoned approach to pursuing one's own career and personal objectives
- f. Proactively articulate and engage in networking opportunities

### Ethical Sensitivity

Identify ethical conflicts and articulate how own values are connected to the application of professional standards of conduct.

- a. Identify sources of ethical conflicts in case examples
- b. Analyze and explain professional standards of ethical conduct in the music industry
- c. Articulate sources of own values and connect to decision-making preferences

### Collaborative Coordination

Demonstrate interpersonal skills critical for success in team or collaborative environments.

- a. Articulate organizational structures typical to the music industry that shape decision-making
- b. Identify when collaborative decisions and/or teamwork is needed
- c. Draw out the perspectives of others critical to the task and decision-making
- d. Seek and use input from others to develop joint and sustainable initiatives and problem solutions
- e. Set-up meetings (or other coordination opportunities) and monitor and appropriately work with time constraints on team problem solving
- f. As needed, facilitate consensus by summarizing different opinions and articulating a perspective on pro and cons and/or compromise

## Bachelor of Music Major in Music Management

Students must complete a minimum of 120 units with a Pacific cumulative and program grade point average of 2.0 in order to earn the Bachelor of Music degree with a major in music management.

### I. General Education Requirements

For more details, see General Education (<http://catalog.pacific.edu/stocktongeneral/generaleducationprogram/>)

Minimum 28 units and 9 courses that include:

#### A. CORE Seminars (2 courses)

CORE 001	Problem Solving & Oral Comm	3
CORE 002	Writing and Critical Thinking	4

**Note: 1)** CORE Seminars cannot be taken for Pass/No Credit. **2)** Transfer students with 28 or more transfer credits taken after high school are exempt from both CORE seminars.

#### B. Breadth Requirement (7 courses, at least 3 units each)

At least one course from each of the following areas:

Artistic Process & Creation
Civic & Global Responsibility
Language & Narratives
Quantitative Reasoning
Scientific Inquiry

Social Inquiry
World Perspectives & Ethics
<b>Note: 1)</b> No more than 2 courses from a single discipline can be used to meet the Breadth Requirement.

### C. Diversity and Inclusion Requirement

All students must complete Diversity and Inclusion coursework (at least 3 units)

**Note: 1)** Diversity and Inclusion courses can also be used to meet the breadth category requirements, or major or minor requirements.

### D. Fundamental Skills

Students must demonstrate competence in:

Writing
Quantitative Analysis (Math)

**Note: 1)** Failure to satisfy the fundamental skills requirements by the end of four semesters of full-time study at the University is grounds for academic disqualification.

## II. Major Requirements

### Major Area

MAPM 021	Applied Music	2
MAPM 022	Applied Music	2
MAPM 023	Applied Music	2
MAPM 024	Applied Music	2
MAPM 125	Applied Music	2
MAPM 126	Applied Music	2
MAPM 127	Applied Music	2
MAPM 128	Applied Music	2
MMGT 011	Introduction to Music Business	3
MMGT 021	Follow the Money	3
MMGT 035	Digital Music Basics	3
MMGT 050	Music Industry Forum (Must be taken twice)	1
MMGT 100	Music Publishing	3
MMGT 106	Sound Recording Fundamentals	3
MMGT 175	Music Royalty Analysis	3
MMGT 180	Senior Project Proposal	1
MMGT 185	Senior Project	1
MMGT 187	Music Management Internship	3
or MMGT 188	Music Industry Professional Practice	
MMGT 196	Music Industry Career Development	3

### Supportive Courses in Music

MCOM 032	Music Theory I	3
MCOM 042	Musicianship I	1
MCOM 033	Music Theory II	3
MCOM 043	Musicianship II	1
MAPM 003	Class Piano I	1
MAPM 004	Class Piano II	1

Eight units and eight semesters of the following, based on placement auditions:

MPER 073	Concert Band	
MPER 075	Ensemble Performance	
MPER 083	University Chorus	
MPER 060	Varied Ensemble	1

MCOM 009	Introduction to Music Notation Technology	1
MPER 054	Dean's Seminar	1
MPER 151	Principles of Conducting	2
MHIS 011	Survey of Music History I	3
MHIS 012	Survey of Music History II	3
Music Electives		4
<b>Electives</b>		
Electives		15