MUSIC INDUSTRY STUDIES

The Bachelor of Science in Music Industry Studies

The Bachelor of Science in Music Industry Studies provides students with the opportunity to pursue a degree that prepares them for a range of fields in the music and entertainment industry. Coursework emphasizes real-world experiences including music production, music publishing, copyright, licensing, income and royalty stream analysis, working with Pacific's student managed music business, utilizing digital media to promote music events and artists and a self-designed senior project. Students who pursue the Music Industry Studies major also gain additional knowledge as they choose a number of elective courses to complement their required music industry studies in consultation with their advisor. Students may also choose to pursue a Minor in another discipline that aligns with their professional interests, such as Business, Communication, Computer Science, Film Studies or other areas.

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 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 Science Major in Music Industry Studies

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 science in music industry studies.

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

Note: 1) 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

Musicianship		
MPER 054	Dean's Seminar	1
MMGT 005	Introduction to Music Industry Technology	1
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 take at least four units)	1
MMGT 081	Pac Avenue Records I	3
MMGT 082	Pac Avenue Records II	3
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 (Must take at least six units)	6
or MMGT 188	Music Industry Professional Practice	
MMGT 190	Portfolio Review and Presentation	1
MMGT 196	Music Industry Career Development	3
Performance/Required Music Electives		
MHIS 005	Music Appreciation	3
MAPP 001	Group Instrumental Instruction (Must take at least 2 units)	1
Select 12 units from the following courses:		
MMGT 050	Music Industry Forum *	
MMGT 087	Fieldwork in Music Management	
MMGT 108	Artist Management	
MMGT 111	Music Industry Analysis	
MMGT 120	Media Production	
MMGT 121	Media Promotion	
MMGT 130	Popular Songwriting	
MMGT 135	Digital Music Synthesis	
MMGT 153	Entertainment Law	
MMGT 160	Recording Studio Production	
MMGT 170	Topical Seminars in Music Industry Studies	
MMGT 187	Music Management Internship	
MMGT 188	Music Industry Professional Practice	
MMGT 193	Special Topics in Music Mgmt.	
Electives		33