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 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.

Technology Skills
Demonstrate technology-based skills on platforms currently used in the music industry

Bachelor of Science Major in Music Industry Studies
Students must complete a minimum of 124 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
Minimum of 30 units and 9 courses, including:

PACS 001 What is a Good Society 4
PACS 002 Topical Seminar on a Good Society 4
PACS 003 What is an Ethical Life? 3

Note: 1) Pacific Seminars cannot be taken for Pass/No Credit. 2) Transfer students with 28 or more transfer units complete 2 additional General Education elective courses from categories I and II not chosen below in place of taking PACS 001 and PACS 002. PACS 003 is required for transfer students.

Social and Behavioral Sciences
Two courses from the following:
IA. Individual and Interpersonal Behavior
IB. U.S. Studies
IC. Global Studies

Arts and Humanities
Two courses from the following:
IIA. Language and Literature
IIB. Worldviews and Ethics
IIC. Visual and Performing Arts

Natural Sciences and Mathematics
IIIA. Natural Sciences
IIIB. Mathematics and Formal Logic

Note: 1) No more than 2 courses from a single discipline may be applied to meet the requirements of the general education program.

II. Diversity Requirement
Students must complete one diversity course (3-4 units)

Note: 1) A complete list of the courses that satisfy the requirement above is found in the front Diversity Requirement section of this catalog and the online course search. 2) Transfer students with 28 units or more transfer units prior to fall 2011 are encouraged but not required to complete a designated course prior to graduation. 3) Courses may be used also to meet general education and/or major/minor requirements.

III. Fundamental Skills
Students must demonstrate competence in:

Writing
Quantitative analysis

IV. Major Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>MPER 054</td>
<td>Dean's Seminar</td>
<td>1</td>
</tr>
<tr>
<td>BUSI 053</td>
<td>The Legal and Ethical Environment of Business</td>
<td>4</td>
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<tr>
<td>COMM 027</td>
<td>Public Speaking</td>
<td>3</td>
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<tr>
<td>COMP 025</td>
<td>Computers and Information Processing</td>
<td>4</td>
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<tr>
<td>MCOM 035</td>
<td>20/21 Century Music Theory</td>
<td>3</td>
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<td>MHIS 005</td>
<td>Music Appreciation</td>
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<tr>
<td>MHIS 006</td>
<td>Music of the World's People</td>
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<tr>
<td>MMGT 005</td>
<td>Introduction to Music Industry Technology</td>
<td>1</td>
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<tr>
<td>MMGT 009</td>
<td>Musical Elements</td>
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<tr>
<td>MMGT 010</td>
<td>First-Year Seminar in Music Management</td>
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<tr>
<td>MMGT 011</td>
<td>Music, Entertainment in U.S. Society</td>
<td>4</td>
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<tr>
<td>MAPP 001</td>
<td>Group Instrumental Instruction*</td>
<td>1</td>
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<tr>
<td>MMGT 021A</td>
<td>Follow the Money I</td>
<td>4</td>
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<tr>
<td>MMGT 050</td>
<td>Music Industry Forum**</td>
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<tr>
<td>MMGT 081A</td>
<td>How to Run and Independent Record Label I</td>
<td>3</td>
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<td>MMGT 081B</td>
<td>How to Run and Independent Record Label II</td>
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<td>MMGT 090</td>
<td>Portfolio Review I</td>
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<td>MMGT 111</td>
<td>Music Industry Analysis</td>
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<td>MMGT 180</td>
<td>Senior Project Proposal</td>
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<tr>
<td>MMGT 185</td>
<td>Senior Project</td>
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<td>MMGT 187</td>
<td>Music Management Internship</td>
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<td>MMGT 190A</td>
<td>Portfolio Review II</td>
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<td>MMGT 190B</td>
<td>Portfolio Review III</td>
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<td>MMGT 190C</td>
<td>Portfolio Presentation</td>
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<td>MMGT 196</td>
<td>Music Industry Career Development</td>
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<td>MMGT 199</td>
<td>Music Management Exit Examination</td>
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<td>MMGT 120</td>
<td>Media Production</td>
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<td>MMGT 121</td>
<td>Media Promotion</td>
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<tr>
<td>MMGT 153</td>
<td>Entertainment Law</td>
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<td>MEDX 011</td>
<td>Critical Media Making (Tools)</td>
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<tr>
<td>COMM 131</td>
<td>Media Production</td>
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<tr>
<td>COMM 134</td>
<td>Documentary Film Production</td>
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<td>Select one of the following:</td>
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<td>ENGL 106</td>
<td>Content Engineering</td>
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<tr>
<td>ENGL 109</td>
<td>Professional Communications</td>
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Music Industry Studies 1
MMGT 005. Introduction to Music Industry Technology. 1 Unit.
This course is an introduction to current technology used in the music industry for the creation, recording, distribution, marketing, and promotion of music and music-related products and services. Students will meet weekly to be introduced to various tools and technologies, and then complete lab assignments each week to demonstrate proficiency.

MMGT 009. Musical Elements. 3 Units.
This course is an introductory course that will present the elements that comprise popular music such as melody, lyrics, rhythm, and harmony, in the context of live and recorded music performance, as appropriate for Music Industry Studies. Required for all students in the Music Industry Studies Emphasis. This course does not fulfill music theory or music history requirements for other music majors.

MMGT 010. First-Year Seminar in Music Management. 1 Unit.
This first-year seminar course is a general introduction to making a successful transition to college. Topics include understanding department and University procedures and regulations, developing a four-year academic plan, professional orientation and career planning, and beginning the student portfolio. This course is required of all new students pursuing a Bachelor's degree with Emphasis in Music Management or Music Industry Studies. Students pursuing the Arts and Entertainment concentration in the Eberhardt School of Business may elect to take this course.

MMGT 011. Music, Entertainment in U.S. Society. 4 Units.
This introductory course covers the business, financial, and legal parameters of the music industry. Special emphasis is given to understanding recording contracts, artist management, royalty earnings, copyright issues, and motion picture music. (GE1B)

MMGT 021A. Follow the Money I. 4 Units.
A detailed look at how artists, managers and music industry companies earn money in today's industry. This course will include analysis and review of contracts, budgets, deal making, monetization strategies in a global environment, copyright and intellectual property conventions, valuation of music products and learning the various roles and responsibilities of stakeholders in the industry. Prerequisites: MMGT 011, Fundamental Skills Math or permission from instructor.

MMGT 021B. Follow the Money II. 4 Units.
A detailed look at how artists, managers and music industry companies earn money in today's industry. Focus will largely be on the US and international music licensing industry. This course will include analysis and review of contracts, budgets, deal making, monetization strategies, copyright and intellectual property conventions, valuation of music products and learning the various roles and responsibilities of stakeholders in the industry. Prerequisite: MMGT 021A or permission of instructor.

MMGT 035. Digital Music Basics. 2 Units.
This course is a comprehensive look at the language, process and file structure used in the capture, creation, storage and transmission of MIDI and digital audio music products. It provides students with valuable MIDI and digital audio techniques that offer a foundational base of knowledge when working with digital sound designing engineers and technical music producers in the music industry.

MMGT 050. Music Industry Forum. 1 Unit.
This weekly forum will study and discuss the most recent developments in the music and entertainment industry as they relate to the production, dissemination, and commoditization of music and music-related products and services. This course will include guest lecturer from the music industry.

MMGT 081A. How to Run and Independent Record Label I. 3 Units.
Operating an independent record label, staffing, record keeping, budgets and planning, managing and selling catalog titles, working with talent, licensing masters, and operations focused around an indie label's CD and/or digital music releases. Students pursuing the BS-MIS degree complete the two semester sequence MMGT 081A and MMGT 081B during their second year in the program. Open to all students outside the major with instructor permission. Prerequisite: MMGT 011.

MMGT 081B. How to Run and Independent Record Label II. 3 Units.
Operating an independent record label, staffing, record keeping, budgets and planning, managing and selling catalog titles, working with talent, licensing masters, and operations focused around an indie label's CD and/or digital music releases. Students pursuing the BS-MIS degree complete the two semester sequence MMGT 081A and MMGT 081B during their second year in the program. Open to all students outside the major with instructor permission. Prerequisite: MMGT 011.

MMGT 087. Fieldwork in Music Management. 1 or 2 Units.
This course allows students to undertake a music management fieldwork experience to explore potential career options. These are generally at off campus firms, under the guidance of a faculty sponsor. Students are responsible for locating and securing a fieldwork site, developing an approved list of learning objectives, and completing all necessary academic work as prescribed in the course syllabus. Offered on a Pass-No Credit basis only. Prerequisite: MMGT 011 and permission of the instructor.

MMGT 090. Portfolio Review I. 0 Units.
Each Music Industry Studies major prepares an ePortfolio over the course of his/her study containing signature assignments from specified courses as well as capstone assignments and other work products relevant to measuring progress toward attaining program learning outcomes as well as knowledge in the students’ area of focus. This course is the first in a series of three required portfolio reviews in which the student meets bi-monthly with a faculty advisor to determine appropriate quality and relevance of portfolio contents. Graded on a Pass-No Credit basis only. Prerequisites: Sophomore standing in the BS Music Industry Emphasis; minimum 45 units completed.

MMGT 106. Sound Recording Fundamentals. 3 Units.
This course introduces students to basic audio techniques applicable to recording sound. This course is a combination of lecture, lab sessions and independent studio projects which provides a basic understanding of how audio is captured, stored and manipulated in the recording industry. (FILM)

MMGT 107. Performing Arts Administration. 3 Units.
This course is a practical approach to management and business issues that affect arts organizations. Topics include program planning, budget development, fund-raising, community relationships and concert promotion and production.
MMGT 108. Artist Management. 3 Units.
This course introduces students to the roles and responsibilities of a personal manager for a recording artist. Through reading, discussion, project-based work and taking on a working artist to advise and "manage" during the term, students have the opportunity to learn first-hand about the nature of the work of the artist manager and how to plan and execute a project for an artist. Prerequisite: MMGT 011 or permission of the instructor.

MMGT 109. Beyond Talent: Managing Performance Career. 2 Units.
This course provides students intending a career as a performer or artist with the knowledge and skills to help manage their career and image. This course combines readings, workshops, activities, and interviewing successful artists while students develop a basic promotional kit and career plan. Prerequisite: Permission of instructor.

MMGT 111. Music Industry Analysis. 4 Units.
Using reading, research, and discussion, students investigate the evolution of the American popular music industry during the last century. Social, cultural, business and technological changes are considered. The course emphasizes critical thinking, forming and defending opinions, and clearly presenting written and oral arguments that support student-developed theses which relate to a variety of eras and themes. Coursework includes a substantial research project on a topic of the student’s own choosing. Prerequisite: MMGT 011 or permission of instructor. Junior standing. (DVSY)

MMGT 120. Media Production. 4 Units.
A laboratory class in which student teams learn to capture, edit, and publish live events such as concerts, recitals, lectures, as well as community and regional music events. Students will become familiar with audio, video and streaming tools, as well as the protocol and processes of working with various stakeholders to accomplish the course learning objectives. Prerequisites: MMGT 009, MMGT 106, Junior Standing or instructor permission.

MMGT 121. Media Promotion. 4 Units.
This is a hands-on lab class which students learn to promote designated projects for clients, using various means including paid, owned, and earned digital media. Students will learn about relevant forms of social media to accomplish the course learning objectives which primarily focus on audience-building, data analytics, measurement and evaluation of the effectiveness of various tactics and strategy used in media promotion. Class may be audited. Prerequisites: Sophomore standing.

MMGT 130. Popular Songwriting. 3 Units.
Students will gain a fundamental understanding of how songs are written, co-written and produced. Genre-specific songwriting and production conventions will also be addressed. Study of popular song structure, lyrics, melodic and other musical elements are included. Prerequisite: MMGT 009 or permission of instructor.

MMGT 135. Digital Music Synthesis. 3 Units.
An in-depth look at the creative music potential of the Digital Audio Workstation. It offers students a comprehensive understanding of music synthesis when working in a DAW environment. Using Logic Pro X and Ableton Live applications, this hands-on project-based course will focus on MIDI sequencing and programming, sound and instrument plug-in design, effect plug-in processing and sound shaping, and audio sample warping and clip manipulation. Prerequisites: MMGT 035 or permission of instructor.

MMGT 140. Music Products Management. 3 Units.
This course introduces students to the inner workings of the operations, sales and financial aspects of the music products industry. Course work includes case studies, lab sessions at a music retailer, development of a retail store start-up plan and site visits to leading regional music products firms.

MMGT 153. Entertainment Law. 4 Units.
Students study all aspects of legal relationships and rights of problems in films, television, music and records. Prerequisites: BUSI 053 and MMGT 011 or permission of instructor. Junior standing. (PLAW)

MMGT 160. Recording Studio Production. 2 Units.
This course provides students an opportunity to work independently and as part of a group learning about acoustical sound recording and digital production techniques. Classes develop sound recording and aural acuity relevant to the production of high quality music recordings. Course may be taken a total of three times for credit. Prerequisites: MMGT 106 with a grade of ‘B’ or better or permission of instructor.

MMGT 170. Topical Seminars in Music Industry Studies. 1-3 Units.
Rotating series of seminars that study various segments of the music industry. Past seminars have included topics such as concert production/promotion, music licensing and supervision, and live sound engineering.

MMGT 180. Senior Project Proposal. 1 Unit.
Students will prepare a comprehensive project proposal addressing an industry-related topic, problem or issue of concern to the student, which directly relates to their intended career path. Proposal must meet with faculty approval prior to end of semester. Graded on a Pass/No Credit basis only. Prerequisite: Junior standing.

MMGT 181. Senior Music Project Proposal. 1 Unit.
Students will prepare a comprehensive project proposal, which will demonstrate their musical development and abilities through recorded media or live performance. Proposal project should directly relate to student’s intended career path. Proposal must meet with faculty approval prior to end of semester. Prerequisite: Junior standing.

MMGT 185. Senior Project. 1 Unit.
Students will complete and present a senior project that is based on their approved proposal from MMGT 180. Students will deliver both written and oral presentations in a public forum. Students receive a letter grade based on their overall semester’s work as well as the quality and clarity of their final project. Prerequisites: MMGT 180, Senior Standing.

MMGT 186. Senior Music Project. 1 Unit.
Students will complete and present a senior project that is based on their approved proposal from MMGT 181. Students will either perform a newly created musical work or present a newly created sound recording that they have been responsible for conceiving and completing in a public forum. Prerequisites: MMGT 181, Senior Standing.

MMGT 187. Music Management Internship. 1-4 Units.
This course is an opportunity for qualifying students to work in an area of the music industry that interests them. The course is coordinated with the Pacific Career Resource Center. Prerequisite: Successful completion of two courses in Music Management. Permission of faculty adviser. Graded Pass/No Credit.
MMGT 190A. Portfolio Review II. 0 Units.
Music Industry and Music Management majors prepare an ePortfolio over the course of his/her study containing signature assignments from specified courses as well as other work products relevant to measuring progress toward attaining program learning outcomes as well as knowledge in the students’ area of focus. This course is a milestone review, which occur in each semester of junior year. Each student meets bi-monthly with a faculty advisor to determine appropriate quality and relevance of portfolio contents and to receive feedback on how to maximize its impact. This course is graded on a Pass/No Credit basis only. Prerequisite: MMGT 090, Junior standing.

MMGT 190B. Portfolio Review III. 0 Units.
Music Industry and Music Management majors prepare an ePortfolio over the course of his/her study containing signature assignments from specified courses as well as other work products relevant to measuring progress toward attaining program learning outcomes as well as knowledge in the students’ area of focus. This course is a milestone review, which occur in each semester of the junior year. Each student meets bi-monthly with a faculty advisor to determine appropriate quality and relevance of portfolio contents and to receive feedback on how to maximize its impact. This course is graded on a Pass/No Credit basis only. Prerequisite: MMGT 190A, Junior standing.

MMGT 190C. Portfolio Presentation. 1 Unit.
Each Music Industry Studies major prepares an ePortfolio over the course of his/her study containing signature assignments from specified courses as well as capstone assignments and other work products relevant to measuring progress toward attaining program learning outcomes as well as knowledge in the students’ area of focus. This course is the final portfolio, which also incorporates a student presentation that is videotaped and added to the students’ portfolio. Each student meets bi-monthly with a faculty advisor to determine appropriate quality and relevance of portfolio contents and to finalize their presentation. This course is graded on a Pass/No Credit basis only. Prerequisite: MMGT 190B, Senior standing in BS in Music Industry.

MMGT 191. Independent Study. 1-2 Units.

MMGT 196. Music Industry Career Development. 2 Units.
MMGT 196 is a launch pad for seniors about to enter the music industry. Students assess current career trends, meet with leading practitioners, perform research in their specific field of interest and fine-tune their professional portfolio. Professional skill development in interviewing and presenting one's self to employers. Senior standing in MMGT of School of Business Arts and Entertainment emphasis.

MMGT 197. Undergraduate Research. 1-4 Units.

MMGT 199. Music Management Exit Examination. 1 Unit.
This class is a requirement for all students earning a Bachelor's Degree in Music Management or Music Industry Studies within the Conservatory. This summative oral examination is administered midway through the last semester of work prior to graduation. Students planning to graduate in the fall term must make arrangements with the Program Director to enroll in the prior spring semester. Graded on a Pass/No Credit basis only.