

## **Music Business Major**

Our Music Business major bridges the ever-changing divide between art and commerce. The major prepares students with the skill sets to engage the current music industry with new ideas, to think creatively about monetizing talent and to play an integral part in the performance, production, and management of a career in music.

### **The Music Business Discipline**

Beyond the spotlight and center stage, the business of music is a broad field, offering an impressive diversity of career opportunities. A musical concert, for example, requires a promotion team, an agent, a manager and stage crew, supporting musicians, and a host of technicians before a single note is played. The music industry continues to expand and increase in complexity, and this has created the need for a new type of professional – one who understands not only music, but also the many aspects of business that are associated with its production.

### **Why Study Music Business at Montreat College?**

Montreat College offers a unique degree that equips students to manage the legal, financial, artistic, and ethical issues that face the contemporary music business professional. The Bachelor of Science in Music Business degree is an innovative interdisciplinary program. Montreat College's curriculum offers students an unequalled level of flexibility to craft a combination of courses that will match the student's personal interests. Students in the Music Business program are also provided with abundant opportunities for practical learning and career preparation through hands-on instruction, and on the ground experience with professionals at the top of their game in a professional recording studio, in a major live event, and more.

### **Entrance Requirements**

No audition is required for Music Business majors or for Music, Music Business, or Worship Arts minors. In addition to meeting the entrance requirements of the College, the prospective Bachelor of Arts in Music (see Music) and Bachelor of Music in Worship Arts major (see WA) students must pass a performance audition.

### **After Graduation**

The Bachelor of Science in Music Business Degree equips students to succeed as a professional in the diverse world of the music and entertainment industry. In addition to the opportunity to learn hands on skills such as music production graduates understand the legal, financial, artistic, and ethical issues that confront the contemporary music business professional and have been guided to effectively confront them. A diverse and flexible program,

Music Business graduates move into career paths such as: record producer, artist manager, studio manager, record promoter, booking agent, music licensing agent, tour manager, fine arts management, as well as being well equipped to succeed as a professional musician. The Music Business Degree also prepares students for graduate studies in Business, Management, Arts Administration and other areas of advanced study.

### **Requirements for a Major in Music Business**

- √ **Degree Component**
- \_\_\_ Completion of the General Education Core (56\* credits)
- \_\_\_ BS 203 or 204 required social science for all Music Business majors
- \_\_\_ MS 113 and MS 305 or MS 114 required humanities for General Concentration
- \_\_\_ MS 113, MS 305, and PH 301 required humanities for MAPP Concentration
- \_\_\_ Completion of the General Education Competencies
- \_\_\_ Completion of the major requirements for Music Business *or* Music Business with a Concentration in Audio Production (69-71 credits)
- \_\_\_ Completion of 27 credits at the 300-level or above
- \_\_\_ Completion of Music Business Portfolio
- \_\_\_ Additional requirements, as explained in Music Program Handbook
- \_\_\_ Completion of 122-127 credit hours with a minimum GPA of 2.0 (two terms and 32 credit hours must be completed at Montreat College)

\*TH 230 in the major electives for Music Business can count toward the Gen-Ed oral expression competency, thereby reducing the total Gen-Ed credits to 54 for that track.

### **Choose from two tracks:**

- Music Business (69 credits)
- Music Business with a concentration in Audio Production (71 credits)

### **Music Business Major (69 credits)**

Music Component (35 credits)

- IS 310 Pre-Practicum/Pre-Internship (1)
- MB 106\* Music Business Forum (0)
- MB 121 Survey of Music Production, Marketing, and Distribution (3)
- MB 122 Survey of Music and Artist Management (3)
- MB 261-262 Music and Artist Management Seminar I-II (2, 2)
- MB 361-362 Music Production, Marketing, and Distribution Seminar I-II (3, 3)
- MB 332 Music Publishing (3)
- MB 441 Practicum in Music Business (2)
- MB 461 Music Business Seminar V (2)
- MB 462 Music Business Seminar VI (2)
- MB 485 Senior Studies in Music Business (3)
- MS 100 Seminar in Music Performance (2) (4 semesters)
- Choose 4 hours of ensemble courses: (Repeatable up to 4 times)
  - MS 151 College Choir (1)
  - MS 153 Guitar Ensemble (1)

- MS 154 Instrumental Chamber Ensemble (1)
- MS 156 Accompanying (1)
- MS 157 Rock Ensemble (1)
- MS 251 Chamber Choir (1)
- MS 257 Songwriting Ensemble (1)
- MS 357 Advanced Rock Ensemble (1)

\*Required every semester while enrolled as a full-time student with the exception of off-campus immersion semester.

#### Performance Component (4 credits)

Choose one sequence of courses from the following:

- MS 141-142, 241-242 Applied Piano
- MS 133-134, 233-234 Applied Group Lessons
- MS 143-144, 243-244 Applied Voice
- MS 145-146, 245-246 Applied Organ
- MS 147-148, 247-248 Applied Guitar
- MS 147-148, 247-248 Applied Woodwinds
- MS 147-148, 247-248 Applied Strings
- MS 147-148, 247-248 Applied Percussion

#### Business Component (21 credits)

- BS 101 Intro to Business (3)
- BS 201 Principles of Accounting I (3)
- BS 202 Principles of Accounting II (3)
- BS 209 Management (3)
- BS 230 Marketing (3)
- BS 309 Business Ethics (3)
- MB 331 Copyright Law (3)

#### Music Business Electives (9 credits)

##### Music History and Culture (3 credits)

Choose one:

- MS 101 Introduction to Music (3)
- MS 202 Social History of Rock and Roll (3)
- MS 305\*Survey of Musical Styles I (3)
- MS 306 Survey of Musical Styles II (3)
- WA 306 Music in Worship (3)

\*MS 305 may be taken in Music History and Culture if not taken as humanities.

#### Practical Skills (6 credits)

Choose two (3 credits must be 300-level or above):

- AR 241 Drawing I (3)
- AR 245 Principles of Design (3)
- AR 341 Drawing II (3)
- AR 342 Painting (3)
- AR 344 Sculpture (3)
- AR/CM 349 Graphics and Photojournalism (3)

BS 214 Quantitative Methods (3)  
CM 228 Media Studies (4)  
CM 313 Public Relations (3)  
MB 131 Introduction to Digital Sound Recording (3)  
MB 221 Introduction to the Studio (3)  
MB 301 Midi and Sound Synthesis (3)  
MB 322 Live Sound and Lighting (3)  
MS 114 Music Theory II (4)  
MS 206 Rhythm Studies (3)  
MS 319 Arranging (3)  
TH 230\*Acting (3)  
TH 232 Stagecraft (3)  
TH 317 Directing (3)  
TH 330 Advanced Acting (3)  
TH 333 Theatre Ensemble (4)  
WA 461 Worship Arts Seminar I (1)  
WA 462 Worship Arts Seminar II (1)

\*TH 230 may double-count in the Gen-Ed to fulfill oral competency.

<b>Four Year Plan: Bachelor of Science in Music Business</b>			
<b>Freshman Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
IS 102 Foundations of Faith and Learning	2	CS 102 Computer Application/Concepts	3
BB 101 Survey of Old Testament	3	BB 102 Survey of New Testament	3
EN 101 English Composition	3	EN 102 English Composition II	3
MS 100 Seminar in Music Performance	0.5	MS 100 Seminar in Music Performance	0.5
MB 106 Music Business Forum	0	MB 106 Music Business Forum	0
MB 121 Survey of Music Prod./Mkt./Dist.	3	MB 122 Survey of Music and Artist Mgt.	3
MS 141/143/145/147 Applied Music I	1	MS 142/144/146/148 Applied Music II	1
Ensemble Course	1	Ensemble Course	1
BS 101 Intro to Business	3	Physical Education Course	1
	<b>16.5</b>		<b>15.5</b>
<b>Sophomore Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
BS 230 Principles of Marketing	3	BS 209 Principles of Management	3
BS 203 Macroecon <i>or</i> Gen-Ed Math*	3	HS 102 History of World Civilization II	3
HS 101 History of World Civilization I	3	BS 204 Microecon <i>or</i> Gen-Ed Math*	3
MS 113 Music Theory I	4	MS 100 Seminar in Music Performance	0.5
MS 100 Seminar in Music Performance	0.5	MB 106 Music Business Forum	0
MB 106 Music Business Forum	0	MB 262 Music & Artist Mgt. Seminar II	2
MB 261 Music & Artist Mgt. Seminar I	2	MS 242/244/246/248 Applied Music IV	1
MS 241/243/245/247 Applied Music III	1	Ensemble Course	1
Ensemble Course	1	Gen-Ed Oral Competency	3
	<b>17.5</b>		<b>16.5</b>
<b>Junior Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
BS 201 Principles of Accounting I	3	BS 202 Principles of Accounting II	3
MB 106 Music Business Forum	0	MB 106 Music Business Forum	0
MB 331 Copyright Law	3	MB 332 Music Publishing	3
MB 361 Music Prod, Mkt, Dist Seminar I	3	MB 362 Music Prod, Mkt, Dist Sem II	3
Gen-Ed Literature	3	MS 114** <i>or</i> Practical Skills Elective	3
Gen-Ed Natural Science	3	Gen-Ed Natural Science	4
Physical Education Course	1		
	<b>16</b>		<b>16</b>
<i>Completion of the General Education competencies by the end of the junior year.</i>			
<b>Senior Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
BS 309 Business Ethics	3	Immersion Semester Option	
MB 106 Music Business Forum	0	MB 106 Music Business Forum	0
MS 305** <i>or</i> Practical Skills Elective	3	MB 441 Practicum in Music Business	2
MB 461 Music Business Seminar	2	Music History and Culture Elective <i>or</i> Practical Skills Elective**	3
Gen-Ed Humanities	3	MB 462 Music Business Seminar	2
IS 310 Pre-Practicum	1	MB 485 Senior Studies- Music Business	3
IS 461 Seminar on Faith and Life	2	Practical Skills Elective	3
	<b>14</b>		<b>13</b>
<i>Completion of 27 credits at the 300-level or above. Music Business Portfolio must be submitted by the end of the senior year.</i>			
Total hours required for degree:			<b>122</b>

\*Students may choose BS 203 or BS 204; mathematics must be taken the alternate semester.

\*\*Students are required to take MS 113 and choose MS 114 or MS 305 for humanities courses; a Music History and Culture elective (one class); and Practical Skills electives (two classes).

\*\*\*See General Education for optional course offerings

**Music Business Major with a Concentration in Audio Production  
Montreat Audio Production Program (MAPP) (71 credits)**

Music Business Component (17 credits)

- IS 310 Pre-Practicum/Pre-Internship (1)
- MB 106 Music Business Forum (0)\*
- MB 121 Survey of Music Production, Marketing, and Distribution (3)
- MB 122 Survey of Music and Artist Management (3)
- MB 261-262 Music and Artist Management Seminar I-II  
(Battle of the Bands) (2,2)
- MB 361-362 Music Production, Marketing, and Distribution Seminar  
I-II (Album Project) (3,3)

\*Required every semester while enrolled as a full-time student with the exception of off-campus immersion semester.

Audio Production Component (30 credits)

- MB 131 Introduction to Digital Sound Recording (3)
- MB 209 MAPP Recording Studio Management (3)
- MB 221 Introduction to the Recording Studio (3)
- MB 223 Advanced Studio Production (3)
- MB 232 MAPP Critical Listening (1)
- MB 301 Midi and Sound Synthesis (3)
- MB 322 Live Sound and Lighting (3)
- MB 325 MAPP Digital Sound Processing (3)
- MB 326 MAPP Mastering (3)
- MB 441 Practicum in Music Business (2)
- MB 485 Senior Studies in Music Business (3)

Performance Component (9 credits)

- MS 100 Seminar in Music Performance (.5) (2 semesters)

Choose any 4 hours of an applied instrument from the following:

- MS 141-142, 241-242 Applied Piano
- MS 133-134, 233-234 Applied Group Lessons
- MS 143-144, 243-244 Applied Voice
- MS 145-146, 245-246 Applied Organ
- MS 147-148, 247-248 Applied Guitar
- MS 147-148, 247-248 Applied Woodwinds
- MS 147-148, 247-248 Applied Strings
- MS 147-148, 247-248 Applied Percussion
- MS 147-148, 247-248 Applied Folk Strings

Choose 4 hours of ensemble courses: (Repeatable up to 4 times)

- MS 151 College Choir (1)
- MS 153 Guitar Ensemble (1)
- MS 154 Instrumental Chamber Ensemble (1)
- MS 156 Accompanying (1)
- MS 157 Rock Ensemble (1)
- MS 251 Chamber Choir (1)

MS 257 Songwriting Ensemble (1)  
MS 357 Advanced Rock Ensemble (1)

Business Component (12 credits)

BS 101 Intro to Business (3)  
BS 201 Principles of Accounting I (3)  
BS 202 Principles of Accounting II (3)  
MB 331 Copyright Law (3)

Music History and Culture (3 credits)

Choose one:

MS 202 Social History of Rock and Roll (3)  
MS 306 Survey of Musical Styles II (3)  
WA 306 Music in Worship (3)

<b>Four Year Plan: Bachelor of Science in Music Business with a Concentration in Audio Production (MAPP)</b>			
<b>Freshman Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
IS 102 Foundations of Faith and Learning	2	CS 102 Computer Application/Concepts	3
BB 101 Survey of Old Testament	3	BB 102 Survey of New Testament	3
EN 101 English Composition	3	EN 102 English Composition II	3
MS 100 Seminar in Music Performance	0.5	MS 100 Seminar in Music Performance	0.5
MB 106 Music Business Forum	0	MB 106 Music Business Forum	0
MB 121 Survey of Music Prod/Mkt/Dist Applied Instrument	3	MB 122 Survey of Music and Artist Mgt Applied Instrument	3
Ensemble Course	1	Ensemble Course	1
BS 101 Intro to Business	3	BS 204 Microecon or Gen-Ed Math*	3
	<b>16.5</b>		<b>17.5</b>
<b>Sophomore Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
BS 201 Principles of Accounting I	3	BS 202 Principles of Accounting II	3
BS 203 Macroecon or Gen-Ed Math*	3	HS 102 History of World Civilization II	3
HS 101 History of World Civilization I	3	Gen-Ed Literature	3
MS 113 Music Theory I**	4	Gen-Ed Oral Competency	3
MB 106 Music Business Forum	0	MB 106 Music Business Forum	0
MB 261 Music & Artist Mgt Seminar I	2	MB 262 Music & Artist Mgt Seminar I	2
Applied Instrument	1	Applied Instrument	1
Ensemble Course	1	Ensemble Course	1
		Physical Education Course	1
	<b>17</b>		<b>17</b>
<b>Junior Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
MS 305 Survey of Musical Styles I**	3	Music Hist/Culture Elec**	3
MB 106 Music Business Forum	0	MB 106 Music Business Forum	0
MB 131 Intro to Digital Sound Recording	3	MB 301 Midi and Sound Synthesis	3
MB 221 Introduction to the Studio	3	MB 322 Live Sound and Lighting	3
MB 361 Music Prod, Mkt, Mgt Seminar I	3	MB 362 Music Prod, Mkt, Mgt Sem II	3
Gen-Ed Natural Science	3	Gen-Ed Natural Science	4
Physical Education Course	1		
	<b>16</b>		<b>16</b>
<i>Completion of the General Education competencies by the end of the junior year.</i>			
<b>Senior Year</b>			
<b>Fall Semester</b>		<b>Spring Semester: Immersion</b>	
	-	MB 106 Music Business Forum	0
MB 106 Music Business Forum	0	MB 209 MAPP Recording Studio Mgt	3
MB 223 Advanced Studio Production**	3	MB 232 MAPP Critical Listening	1
MB 331 Copyright Law	3	MB 325 MAPP Digital Sound Processing	3
PH 301 Ethics	3	MB 326 MAPP Mastering	3
IS 310 Pre-Practicum	1	MB 441 Practicum in Music Business	2
IS 461 Seminar on Faith and Life	2	MB 485 Senior Studies in Music Business	3
	<b>12</b>		<b>15</b>
<i>Completion of 27 credits at the 300-level or above. Music Business Portfolio must be submitted by the end of the senior year.</i>			
Total hours required for degree:			<b>127</b>

\*Students may choose BS 203 or BS 204; mathematics must be taken the alternate semester.

\*\*Students are required to take MS 113, MS 305, and PH 301 as humanities courses; and a Music History and Culture elective (one class).



## **Music Business Minor**

### **Requirements for a Minor in Music Business (18 credits)**

#### **Music Business Minor core (12 credits)**

- MB 121 Survey of Music Production, Marketing, and Distribution (3)
- MB 122 Survey of Music and Artist Management (3)
- MB 331 Copyright Law (3)
- MB 332 Music Publishing (3)

#### **Music Business Minor Required Electives (6 credits)**

Choose two classes from the following:

- MB 131 Introduction to Digital Sound Recording (3)
- MB 301 Midi and Sound Synthesis (3)
- MB 322 Live Sound and Lighting (3)
- MS 113 Music Theory I (4)
- MS 114 Music Theory II (4)