University of Southern California
Thornton School of Music
Master of Science in Music Industry

Program Learning Objectives

Music Industry (M.S.)

The Master of Science in Music Industry aims to produce the next generation of music industry leaders via a comprehensive yet student-tailored education. This program will offer those with a bachelor’s degree in any field in music an opportunity to pivot their career direction away from performance, general business, communications, etc., toward a career goal in music industry. Class topics include copyright, concerts, artist management, marketing data and analysis, and a one-semester internship. Additionally, students have four emphasis track options including music performance, supervision, the business of touring/live event promotion, and entrepreneurship. Upon completion students will:

a. learn fundamentals, advanced and specialized graduate level concepts in a cooperative cohort model
b. have the opportunity to use their selected unique emphasis track that is particularly growth-oriented and native to the Los Angeles job market;
c. demonstrate a professional understanding of the core areas within the music industry: copyright, concerts, artist management, marketing data and analysis;
d. be able to leverage creativity, artistry, industry knowledge and entrepreneurial skills in the creation of careers within the music industry;
e. be able to communicate to professionals and lay persons musical ideas, concepts, and requirements related to the practice of music through musical, oral, written and visual means;
f. have an understanding of the societal impact of music and the ethical responsibility of a professional musician;
g. be prepared for the wide-ranging job opportunities available in the music industry and help them adapt in times of upheaval and change