

University of Southern California
Thornton School of Music
Bachelor of Music in Music Industry
Program Learning Objectives

Music Industry (B.M.)

The Bachelor of Music in Music Industry degree prepares graduates to create and perform in music as well as to excel in the business side of the music industry. Students blend the music pedagogy of traditional music performance programs with a focused study of the music industry and music technology in areas such as music law, music publishing, artist management, audio recording and production, live concert production and promotion, radio programming and production, musical product development and marketing in addition to the conventional study of music history, theory and individual music instruction. A primary goal of the program is to foster connections between the students and the industry in Los Angeles. This is accomplished through industry professionals featured as guest lecturers in classes, field observation and experience, and through student internships at leading industry companies. Upon completion of the Bachelor of Music program in Music Industry, students will:

- a. demonstrate achievement of professional, entry-level competence in their chosen instrument or voice;
- b. demonstrate an understanding of the core areas within the music industry: music law, music publishing, artist management, audio recording and production, live concert production and promotion, radio programming and production, musical product development and marketing;
- c. be able to leverage creativity, artistry, industry knowledge and entrepreneurial skills in the creation of performance and industry careers;
- d. be able to communicate to professionals and lay persons musical ideas, concepts, and requirements related to the practice of their major field through musical, oral, written and visual means;
- e. demonstrate an advanced level of musicianship and a broad knowledge of musical elements, structure, repertoires, and contexts;
- f. be able to work as a leader and in collaboration in areas of musical interpretation and performance;
- g. have an understanding of the societal impact of music and the ethical responsibility of a professional musician;