

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

Music Industry (B.S.)

The Bachelor of Science degree in Music Industry is offered for those students who plan to pursue industry careers in music-related fields. Students pursue 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, students participate in internships at leading industry companies located in Los Angeles—the center of the music industry. This program prepares its graduates for the wide-ranging job opportunities available in the music industry and helps them adapt in times of upheaval and change. Upon completion of the Bachelor of Science program in Music Industry, students will:

- a. demonstrate a professional 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;
- b. be able to leverage creativity, artistry, industry knowledge and entrepreneurial skills in the creation of careers within the music industry;
- c. 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;
- d. have an understanding of the societal impact of music and the ethical responsibility of a professional musician;