

Master of Science in Music Industry

2022 Catalogue Year

Three-Semester Course Plan

Total Number of Graduate Units Required for the Degree: 35

<u>First Year -- Fall</u>			<u>Units</u>
MUIN	510	The Music Industry: Careers, Rights, and Incomes Streams	4
MUIN	522	Music Marketing, Branding, and Campaigns	3
MUIN	512	The Management of Live Performances	2
GSBA	510	Accounting Concepts and Financial Reporting*	1.5
GSBA	504a	Operations Management*	1.5
TBD	TBD	Emphasis Course**	2
Total Units:			14

<u>First Year -- Spring</u>			<u>Units</u>
MUIN	520	Artist Management: Campaign Planning, Pitching, and Partnerships	2
MUIN	521	Music Industry/Producers Forum	1
MUIN	511	Music Industry History: Entrepreneurs, Moguls, and Catalogs	2
MUIN	523	Survey/Analysis of Music Agreements	4
TBD	TBD	Emphasis Course**	4
Total Units:			13

<u>Second Year -- Fall</u>			<u>Units</u>
MUIN	540	Artist Management: Campaigns Execution and Hindsight Analysis	2
MUIN	541	Data Analytics: Music Marketing Decisions and Presentations	2
MUIN	542	Developing Copyright Laws and Business Models	3
MUIN	598	Internship	1
		Portfolio Submission	0
Total Units:			8

Refer to the 2022-2023 University of Southern California Catalogue for course descriptions.

Courses in bold are only offered in the semester in which they are listed.

*These courses are available in fall semesters only.

**A minimum total of 6 units in one Emphasis option is required. Emphasis courses must be numbered 400-level or above.

Emphases and Course Options

<i>Business of Live Promotion/Touring</i>			<u>Units</u>	<i>Entrepreneurship</i>			<u>Units</u>
MUIN	515	Live Touring Strategy	2	BAEP	465	Digital Playbook for Entrepreneurs: Creating a Tech Startup	2
MUIN	525	Concert Promotion, Venue Management and Event Planning	3	BAEP	475	Entertainment Entrepreneurship	2
				BAEP	555	Founder's Dilemmas: Anticipate and Avoid Startup Pitfalls	3
<i>Music Supervision and Visual Media</i>			<u>Units</u>	BAEP	556	Technology Feasibility	3
CTPR	410	The Movie Business: From Story Concept to Exhibition	2	BAEP	563	Corporate Entrepreneurship	3
MUIN	526	Music Supervision, Production and Creative Licensing	3				
<i>Performance</i>			<u>Units</u>				
		MUEN at the 500 level	2				
		Courses in Music at the 400 or 500 level	3				