

# Master of Science in Music Industry

2023 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
<b>Total Units:</b>			<b>14</b>

<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
<b>Total Units:</b>			<b>13</b>

<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
<b>Total Units:</b>			<b>8</b>

Refer to the 2023-2024 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

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