Master of Science in Music Industry

2026 Catalogue Year

Three-Semester Course Plan

Total Number of Graduate Units Required for the Degree: 35

First Year -- Fall			Units
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**
MUIN	**530**	**Mentorship**	**1**
GSBA	**510**	**Accounting Concepts and Financial Reporting***	**1.5**
GSBA	**504a**	**Operations Management***	**1.5**
TBD	TBD	Emphasis Course**	2
		Total Units:	15

First Year -- Spring			Units
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**	3
		Total Units:	12

Second Year -- Fall			Units
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
		Total Units:	8

Refer to the 2026-2027 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 5 units in one Emphasis option is required. Emphasis courses must be numbered 400-level or above.

Emphases and Course Options

Business of Live Promotion/Touring			Units
MUIN	515	Live Touring Strategy	2
MUIN	525	Concert Promotion, Venue Management and Event Planning	3

Music Supervision and Visual Media			Units
CTPR	410	The Movie Business: From Story Concept to Exhibition	2
MUIN	526	Music Supervision, Production and Creative Licensing	3

Performance	Units
MUEN at the 500 level	2
Courses in Music at the 400 or 500 level	3

Entrepreneurship			Units
BAEP	465	Digital Playbook for Entrepreneurs: Creating a Tech Startup	2
BAEP	475	Entertainment Entrepreneurship	2
BAEP	555	Founder's Dilemas: Anticipate and Avoid Startup Pitfalls	3
BAEP	556	Technology Feasibility	3
BAEP	563	Corporate Entrepreneurship	3