

ACADEMIC AND STUDENT AFFAIRS COMMITTEE

October 17, 2006

SUBJECT: Approval of New Degree: Master of Science in Music Business Administration (50.0909)

PROPOSED COMMITTEE ACTION

Approval of New Masters Degree in Music Business Administration

BACKGROUND INFORMATION

The Master of Science degree in Music Business is designed to prepare students for careers in the commercial music industry. The South Florida area is one of the top metropolitan areas in which the music and the entertainment industries have a high profile. While these industries are highly competitive, graduates from the state of Florida have an excellent opportunity to obtain employment that has, on average, starting salaries of above \$50,000 per year and good potential for advancing to salaries that are several times the starting salary. This proposed degree program is consistent with the goals of Florida Atlantic University and the Florida Board of Governors.

The development and administration of this degree will be a collaborative effort between the Dorothy F. Schmidt College of Arts and Letters and the College of Business. The proposal was initiated by the Department of Music and developed jointly with the Department of Industry Studies.

IMPLEMENTATION PLAN/DATE

Change will be made upon BOT approval and acknowledgement of the BOG.

FISCAL IMPLICATIONS

Resource requirements for this program are minimal, with many of the courses being proposed already part of our existing academic program offerings. Funds required for initial and on-going promotion and recruitment will be funded by the Dean's office in the College of Business.

Supporting Documentation:
Presented by: Deans Dennis Coates, Sandra Norman

Executive Summary
Phone: 561.297.2011

Master of Science In Music Business Administration

Executive Summary

Overview

The Master of Science in Music Business Degree is a 36 credit program that is designed to prepare students for careers in the commercial music industry. The development and administration of the degree will be a collaborative effort between the Dorothy F. Schmidt College of Arts and Letters and the College of Business. It is a cohort program that will require two years to complete.

The M.S in Music Business Administration will comprise two years of full-time study and includes an on-going internship combined with coursework offered by both the College of Business and the Schmidt College of Arts and letters. The ongoing internship will consist of working in various capacities on the Department of Music's commercial record labels, *Hoot* and *Wisdom*. Finally, it includes a Masters' Thesis or Project.

Required courses are designed to assist students in gaining a grounding in business administration, business communications and entertainment law, the functioning of the music business as well as advanced legal and marketing study---specific to the music industry.

Elective courses permit students to gain knowledge of other entertainment businesses and/or to gain additional expertise in marketing or international accounting.

The required and elective courses and their sequencing in the program are attached as exhibit 1.

Administration

This proposed degree program was initiated by the Department of Music and developed jointly with the Department of Industry Studies in the College of Business. The administrative home for the proposed degree will be in the Department of Industry Studies in the College of Business but academic direction, including scheduling of music courses, approval of thesis or project topics, and internship supervision will be provided by Professor Michael Zager and the Department of Music in the College of Arts and Letters.

The Commercial Music Program is already well established and offers both a baccalaureate degree as well as a Master of Arts with a track in Commercial Music. However, this track is limited to and designed for performing musicians. The proposed MS degree is designed for non-musicians as well as for musicians who aspire to executive and professional careers in the commercial music industry. The Commercial Music Program is headed by an internationally renowned Eminent Scholar in the field and has an advisory board comprised of nine advisors who are prominent figures in the various components of the music industry. The program operates two successful commercial record labels ----*Hoot* for student productions and *Wisdom* for faculty productions---which will serve as the vehicle for continual practical work experience for students in the proposed MS program. The program also builds upon the strengths of

the College of Business and uses courses that are either currently in existence or that have been offered successfully on a trial basis.

History and Planning

Collaboration and discussion between the Schmidt College of Arts and Letters has been ongoing for several years. In the spring of 2003, Carl Riegel, the Chair of Industry Studies in the COB and Michael Zager, Eminent Scholar in Music held several conversations about ways in which the COB and the Department of Music could collaborate with respect to courses aimed at the entertainment industry generally and commercial music, in particular. As a result, of these discussions, a new course, BUL 4622 *Entertainment Law* was developed and approved in 2004 for undergraduate students in Commercial Music as well as students from other areas of the university. Class enrollment, to date, has been very good. For example, this spring there are 40 students enrolled. At the request of Michael Zager, a graduate version of this course has been developed and offered on an experimental basis.

Given the number of student inquiries about such a degree, Professor Zager and Marilyn Wiley, Associate Dean of the College of Business have had numerous discussions on the viability, structure and delivery of this degree over the past year. There have also been meetings that have included Tim Walters, James Cunningham and Dean William Covino of the Schmidt College as well Carl Riegel of the College of Business. These meetings resulted in a proposed structure for the new degree as well as delivery and implementation plans.

Exhibit1

Required and Elective Courses and Course Sequence
Master of Science in Music Business Administration

Semester 1 (Fall)

ACG 6027	(3)	Financial Accounting Concepts
GEB 6215	(3)	Graduate Business Communications
BUL 6628	(3)	Advanced Entertainment Law
<u>(0)</u>		Non-credit Internship (Hoot/Wisdom)
Total SCH	9	

Semester 2 (Spring)

FIN 6406	(3)	Financial Management
MAR 6055	(3)	Marketing Functions & Processes
MUM 6305	(3)	Advanced Legal Issues for the Musician
<u>(0)</u>		Non-credit Internship (Hoot/Wisdom)
Total SCH	9	

Semester 3 (Fall)

MUM 6726	(2)	Advanced Music Marketing
MUM 6306	(2)	Advanced Music Publishing
GEB 6605	(2)	Artist Management
	(3)	Elective
<u>(0)</u>		Non-credit Internship (Hoot/Wisdom)
Total SCH	9	

Semester 4 (Spring)

PET 6475	(2)	Venue Management
	(3)	Elective
MUS 6971	<u>(4)</u>	Masters Project/Thesis
Total SCH	9	

Total Credits **36**

Electives:	GEB 6064	Contemporary Motion Picture Business Management
	GEB 6062	The Business of Motion Pictures
	MAN 6156	Human Resources Management
	ADV 4304	Media Strategy and Tactics (undergraduate)
	MAR 6336	Advanced Promotional Strategy (prerequisites)
	ACG 6275	International Accounting
	MAR 6837	Developing and Marketing Innovations