Music Industry Management • Bachelor of Science

Why Choose Music Industry Management?
The Music Industry Management Program prepares students to enter the global, multi-billion dollar music and entertainment industry. This degree program provides the thorough business training sought by every branch of the industry. This program features two internship opportunities that allow the student to experience, first hand, work in their chosen areas of the industry. The Music Industry Management Program consistently places interns and employees in the major markets of New York, Los Angeles, Nashville as well as regional markets like Chicago and Detroit. Interns can find themselves working for record labels, radio stations, manufacturers, agents, concert venues - many in major cities for companies most people recognize by name.

Music Industry Management is also a NAMM Affiliated Music Business Institution (NAMBI) supported by the National Association of Music Merchants, the organization that represents the global products industry. NAMM sponsors two world-class trade shows per year and Music Industry Management students are allowed to attend these at no cost (students are responsible for travel and lodging). The Winter Show is a tradition at the Anaheim Convention Center in California and this is the single largest event of its kind in the world. At these shows students will see the latest in music making products, see performances by some of their favorite artists, and benefit from special sessions and seminars designed for students planning a career in the industry.

Students can also take part in conferences and trade shows sponsored by the National Association of Music Merchandisers and the Music and Entertainment Industry Educators Association.

If the student is already a practicing musician they can continue their studies and practice, while those with no prior experience can learn the pleasure of making music with courses designed for the beginner. Business is the emphasis of this program and musical studies are incorporated to enrich the lives of Music Industry Management majors and enhance their understanding of the role of the artist/performer.

Business and Music? the perfect combination for select students.

Get a Great Job
Americans spend more money buying pre-recorded music and videos than they do going to the movies or attending sporting events. One out of every five Americans plays a musical instrument. Furthermore, the annual sales of cassettes, compact discs, records and videos combined with their prime delivery method?broadcasting? exceed the gross national product of more than 80 United Nations countries.

Admission Requirements
Applicants must present evidence of graduation from high school or GED. To enter a Bachelor of Science degree (B.S.) Program in Business, applicants are expected to meet two of the following: a minimum high school grade point average of 2.50 (on a 4.00 scale); ACT math score of 19 or higher; an ACT reading score of 19 or higher.

Graduation Requirements
The Music Industry Management program at Ferris leads to a bachelor of science degree. Graduation requires a minimum 2.0 GPA in core classes, in the major and overall.

Required Courses

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<th>Credit Hours</th>
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Business Core
ACCT 201 Principles of Accounting 1
ACCT 202 Principles of Accounting 2
BLAW 321 Contracts & Sales
BUSN 499 Integrating Experience
FINC 322 Financial Management 1
ISYS 321 Business Information Systems
MGMT 301 Applied Management
MGMT 370 Quality/Operations Mgmt
MKTG 321 Principles of Marketing
STQM 260 Intro to Statistics

Music Industry Management Major
ADVG 222 Principles of Advertising
MGMT 302 Organizational Behavior
MGMT 101 Orientation - MIMG
MGMT 192 Music Industry Management Internship 1
MGMT 292 Music Industry Management Internship 2
MGMT 451 The Music Business
MKTG 231 Professional Selling
MKTG 322 Consumer Behavior
MKTG 425 Marketing Research
PREL 240 Public Relations Principles
RETI 337 Principles of Retailing
Choose one:
MUSI Free Elective
MUSI 201 Beginning Class Piano *C
OR

Electives: Directed (see advisor)
Free

Minimum credit hours required for B.S. degree: 120-121

More Information
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Ferris State University
College of Business