

MUSIC BUSINESS (BA TRADITIONAL)

The Music Business major is a joint offering of the Music and Business Departments. The major is designed for students who wish to work as promoters, marketers, assistants, or managers of musical organizations and individual artists in either the commercial or non-profit realms. The degree provides students a foundational knowledge base in music and business, culminating in an internship with a professional musical organization in the Twin Cities. The skills obtained in this degree prepare graduates for entry level positions in a variety of music and arts organizations.

General Education Requirements

All degree seeking undergraduate students must complete the general education (<http://catalog.csp.edu/archive/2021-2022/undergraduate/academic-information/general-education-requirements/>) requirements.

Degree Requirements

Bachelor of Arts (<http://catalog.csp.edu/archive/2021-2022/undergraduate/academic-information/graduation-requirements/#ba>) degree consists of a major of typically 32 to 44 credits or two minors, general education courses, and elective courses totaling a minimum of 120 credits.

Code	Title	Credits
Prerequisites (not counted in major credit total)		
MUS 101	Basic Musicianship (2)	
MUS 111	Class Piano I (2)	
MUS 112	Class Piano II (2)	
MUS 120	Listening to Life: Western Classical Music (2)	
ECO 101	America in the Global Economy: Macroeconomics (4)	
Required		
MUS 201	Musicianship I	4
MUS 202	Musicianship II	4
MUS 7xx	2 semesters of ensemble at 0-2 credits each	0-2
MUS 8xx	2 semesters of private lessons at 1 credit each	2
MUS 402	The Business of Music	2
MUS 498	Music Business Internship	2
Select one of the following:		3
MUS 321	Music History I (3)	
MUS 322	Music History II (recommended) (3)	
MUS 323	Music History III (3)	
Music Electives		
Select 7 credits of any music offerings, including ensembles and lessons and non-gen ed prerequisites		7
Additional Requirements		
Attend eight recitals or concerts per year ¹		
MAN 120	Business Fundamentals and Entrepreneurship (Required for all Business minors/majors.) (2)	

Business Electives

Select 18 credits of the following:		20
ACC 201	Principles of Financial Accounting (4)	
MAN 301	Organizational Behavior (4)	
MAN 370	Leading Nonprofit Organizations (4)	
MAN 410	Managing Talent, Change and Negotiations (4)	
MAN 420	Managing Volunteers and Fundraising	4
MAN 460	Managing Teams, Communication & Projects (4)	
MAL 402	Team Leadership	4
MAL 408	Conflict Management and Negotiations	4
MAR 301	Principles of Marketing (Pre-requisite for MAR470) (4)	
MAR 312	Consumer Behavior (4)	
MAR 313	Advertising and Promotions (4)	
MAR 470	Digital Marketing	2
SLS 300	The Business Aspects of Professional Selling	4
Total Credits		62

¹ Students must attend eight recitals or concerts per year and document such in their Music Portfolio. The portfolios should be submitted for review each year by November 1 to the Chair of the Music Department. A minimum 2.5 GPA is required in music courses.