

# MUSIC INDUSTRY STUDIES *Bachelor of Music Performance*

COLLEGE OF MUSIC + FINE ARTS



**IN THE LINEAR NOTES** of every great album, there's someone thanked for "making it happen." The Beatles couldn't have made *Revolver* or *Abbey Road* without George Martin's studio prowess. Nirvana's *Nevermind* may have lived up to its title without Butch Vig's ear. But what if you want to do both? You've already worked to develop your abilities as a musician, but your passion goes beyond performance. Our program can teach you the business of music and how to properly capture and share your sound—and the sounds of others—with the world while still pushing you to sharpen your musical ability. That way, no matter what area of the music industry you wish to pursue, you'll be able to turn your passion into a career.

## *Possible Careers:*

- Artist manager
- Talent agent
- Festival manager
- Recording artist

**ATTENDING LOYOLA** means being in the heart of New Orleans. Our campus is located in the city's historic Uptown neighborhood, just a short drive from the Central Business District, the city's hub of creativity and innovative thinking. You'll learn to hone your talents in the city named the #1 best city in the U.S. for creative professionals.

## COURSES

You'll explore such things as legal issues in music, music finance, business of songwriting, music marketing, festival management, internet technologies, video production, and audio recording in addition to courses in film scoring, commercial arranging, songwriting, and other commercial music enterprises.

### **Arts & Entertainment Industry Forum**

Forum is a gathering of all students and faculty in the music industry studies and related programs. This weekly meeting usually presents a guest speaker in the music industry from the local community or from Los Angeles, New York, or elsewhere. These speakers are questioned by a student group and by the class at-large. These forums are videotaped, web-cast, and posted on the department website for on-demand viewing.

### **Introduction to Music Industry Studies**

This course provides students with an overview of the music industry, its multiple sectors, the skills and knowledge they require, and the careers they offer. The course touches on all topics in the curriculum going forward, including legal issues (recording contracts, songwriting contracts, publishing deals, licenses, etc.); copyright; songwriting/publishing and music with visuals; distribution, marketing, and entrepreneurship; the artist's team (managers, lawyers, agents, PR, producers); and touring, merchandising, and group issues. It is taught from the standpoint of the performer (the incipient small business entrepreneur) as well as from the standpoint of the non-performer (the incipient music industry professional and entrepreneur).