

# MUSIC INDUSTRY STUDIES *Bachelor of Music Performance*

COLLEGE OF MUSIC + FINE ARTS



## COURSES

"The ability of performers to get and retain an audience's attention is directly correlated to their imagination".

- Phil Frohnmayer, faculty member

Other than music theory, literature and history, students will have multiple ensemble opportunities, private lessons, songwriting, film scoring, arranging and business courses in legal issues, marketing, finance, entrepreneurship, and festival, venue, and artist management.

There are four components to the curriculum: music, business, production, and the liberal arts. Feed your imagination with the wonders of the world, its history and peoples, its arts and religions, its literature and sciences.

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

In your first course in your first semester, you will be assigned to a group of five students and called a production company. There are five jobs: Management, Marketing, Financial, Legal, and A&R. Divide up the jobs, go find an artist, produce a song, a music video, a website, and a performance, and write the management plan, the marketing plan, the financial plan, the legal plan, and the production plan for each one of these things. We treat you as a professional from day one.

**WHO ARE YOU?** You love music, you love playing it, you love thinking about it, you love listening to it! You want a life in music. The Possible Dream! The Bachelor of Music Performance in Music Industry Studies degree program can help make that dream a reality by giving you the insights and tools to understand how your music and creative work make you a business and provide you with amazing economic opportunities. At Loyola, we want you to be creating something every day. Make something, write something, produce something, design something. And then share it with others, from your peers and teachers to music industry pros and the world.

### *Possible Careers:*

- Orchestral Player
- Composer
- Teacher
- Therapist
- Session musician
- Performer
- Producer
- Engineer
- Arranger

**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 French Quarter and downtown, two of the city's hubs 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.