

MUSIC INDUSTRY STUDIES *Bachelor of Science*

COLLEGE OF MUSIC + FINE ARTS



COURSES

Music Industry Studies courses explore creative legal issues, songwriting, music marketing, finance, festival management, web technology, video production, and audio recording. Students will develop their performance and technical skills through ensembles, recitals, and music theory courses. Here's a sample of what you can expect to learn and do:

Arts & Entertainment Industry Forum

Forum is a weekly gathering of all MIS students and faculty. This platform allows students to hear from guest speakers in the music business industry who have careers all over the world. Students glean insight from working professionals on time-tested business concepts, standard practices and trends, and inspiring stories from renowned musical artists. All Forums are recorded and webcast for online viewing.

Craft & Business of Songwriting

This class is an overview of the business of songwriting from a real world perspective. Methods of the craft and business of songwriting involving lyrics, melodies, song structure, demo recording, song exploitation, administration, royalty collections and more will be studied and practiced. Students will write original songs and make demonstration recordings of original songs and pursue the exploitation of those songs – all to cultivate hands-on exposure to what is currently relevant to the business of successful commercial songwriting.

LEGENDARY MUSICAL ARTISTS don't rise to the top alone; they need a powerhouse team behind them. Managers, attorneys, producers, engineers, marketers -- these individuals are the force that creates pop stars. At Loyola, we value this collaborative nature of genius and those who speak the language of music without necessarily performing. If you have a passion for music that goes beyond an instrument - a love of the science of sound, the raw entrepreneurial skills of signing an aspiring artist, or the challenge of capturing an artist's sound and sharing it with the world - we can give you the skills and knowledge to build your career.

Possible Careers:

- Music producer
- Talent agent
- Arts entrepreneur
- Venue manager

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.