

MUSIC BUSINESS (MBU)

MBU 600 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

MBU 602 Introduction to Music Business (3 Credits)

Public Communications

Cross-listed with BAN 602

Double-numbered with BAN 402

This course introduces the fundamentals about how the music business operates, explores the variety of roles companies play within this industry and follows the current news and trends that the music business is experiencing. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MBU 603 Entertainment Industry Practicum (1-3 Credits)

Public Communications

Cross-listed with BAN 603

Double-numbered with BAN 403

Supervised Entertainment Industry field experience in which a student's performance is measured against a previously stated set of objectives and goals. Additional work is required of graduate students.

Repeatable 6 times for 18 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MBU 604 Music Business Proseminar (0 Credits)

Public Communications

Review of fundamental theories and questions in the field, with an emphasis on understanding the development of the discipline and implementations of practice of the music business.

MBU 635 Business of Record Labels & Music Publishers (3 Credits)

Public Communications

Cross-listed with BAN 635

Double-numbered with BAN 335

This course delivers advanced learning and hands-on experience with, and access to the music business. The course is structured around a song release cycle with a focus on record labels and publishers. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MBU 644 Diversity and the Music Industry (1 Credit)

Public Communications

Cross-listed with BAN 644

Double-numbered with BAN 344

Popular music plays a role in determining societal standards, but who is behind determining what music becomes popular? This course explores the history of music industry executives and how their identities impact music becoming popular. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

MBU 645 Business of Live Music & Experiential Brand Activation (3 Credits)

Public Communications

Cross-listed with BAN 645

Double-numbered with BAN 345

This course delivers advanced learning and hands-on experience with, and access to the music business. The course is structured around an artist tour cycle with a focus on agents, promoters, venues and brands. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MBU 654 Music Business, Technology & Emerging Opportunities (3 Credits)

Public Communications

Cross-listed with BAN 654

Double-numbered with BAN 454

This course explores the opportunity that technology creates for creative, forward-thinking and entrepreneurial students in the rapidly changing music and entertainment industries. Additional work is required of graduate students.

Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

MBU 664 Social Media and Data for the Music Business (3 Credits)

Public Communications

Cross-listed with BAN 664

Double-numbered with BAN 364

The objective of this course is to provide exposure to the use and management of social media, including strategies for applying social media to the promotion, distribution and sale of music and entertainment. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MBU 683 Entertainment Industry Exploration (3 Credits)

Public Communications

Cross-listed with BAN 683

Double-numbered with BAN 483

Students will identify and pursue a semester-long project, and in the process, learn to translate ideas and business aspirations into a strategy and a plan with structured accountability, timelines and ultimately, execution. Additional work is required of graduate students.

Repeatable 4 times for 12 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MBU 690 Independent Study (1-6 Credits)

Public Communications

In-depth exploration of a problem or problems. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor or instructors and the department.

Repeatable 6 times for 6 credits maximum