

MUSIC BUSINESS, MS

Contact

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Faculty

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The Bandier Music Business Master's Program offered by the S.I. Newhouse School of Public Communications prepares students for success in the growing music industry by delivering multidisciplinary curricula and hands-on experiences. The program caters to students from a variety of backgrounds, including career-change students seeking to enter the music industry.

The curriculum covers key concepts in the music business, such as record labels and music publishers, live music and brand activation, law and policy, emerging technologies, and social media and data. The program also leverages collaborations within Newhouse and across Syracuse University to introduce students to core skills such as marketing, visual communications, financial management, and music aesthetics and fundamentals.

Most importantly, the Bandier Music Business program will provide students with multiple opportunities to apply their skills to internships during the final two semesters of the program, during which students will attend SULA to immerse themselves in the music business capital of the world. Students in this program will benefit from the academic excellence and industry preparation that are hallmarks of both Bandier and the Newhouse School.

Student Learning Outcomes in Music Business

Students in the Bandier Music Business program are expected to achieve the following learning outcomes:

1. Identify the principles and law of rights and usage as they pertain to the music industry, including publishing, recording and live performances
2. Apply theories and concepts of design and visual communications to the use and presentation of images and information
3. Apply tools and technologies appropriate for the music industry
4. Identify professional roles and functions within the music industry
5. Recognize professional ethical principles and best practices within the music industry

Bandier Music Business Program

(42 credits)

Code	Title	Credits
Main Campus Courses		29
BAN 601	David M. Rezak Music Business Lecture Series	
FIN 621	Finance for Non-Finance Managers	
MBU 604	Music Business Proseminar	
MBU 635	Business of Record Labels & Music Publishers	
MBU 644	Diversity and the Music Industry	

MBU 645	Business of Live Music & Experiential Brand Activation	
MBU 664	Social Media and Data for the Music Business	
RAE 601	Audio Arts Graduate Survey	
RAE 622	Music Aesthetics and Fundamentals for Industry Professionals (under development-Fall 2025)	
TRF 605	Audio Arts Practices	
TRF 637	Telecommunications Law&Policy	
VIS 602	Essentials for Visual Communicators	
Elective		
Select three elective credits.		3
Los Angeles Semesters		
Students will study in Los Angeles for the second summer and final fall semester of their program, during which students will immerse themselves in the music business capital of the world, and complete their final 10 credits of coursework.		
Note that students will complete a total of four credits in MBU 603, over the two semesters in LA.		
MBU 603	Entertainment Industry Practicum	4
MBU 654	Music Business, Technology & Emerging Opportunities	3
MBU 683	Entertainment Industry Exploration	3
Total Credits		42