

USC SCHOOL	Thornton School of Music
ACADEMIC DEPARTMENT	Music Industry
GRADUATE PROGRAM	M.S. Music Industry
POST CODE	1695
TERM EFFECTIVE DATE	Fall 2021

PROGRAM DESCRIPTION

A brief description of the graduate program.

The Master of Science in Music Industry program aims to produce the next generation of music industry leaders via a comprehensive yet student-tailored education. Class topics include copyright, concerts, artist management, marketing data and analysis, and a one-semester internship. Additionally, students have four emphasis track options including music performance, supervision, the business of touring/live event promotion, and entrepreneurship.

COMMON BACHELOR DEGREE PROGRAM PATHWAYS

A list of common bachelor's degrees that undergraduate students pursue in advance of pursuing a progressive degree option with this graduate program. Some programs are restricted to certain majors while others are open to all students.

Open to all majors except B.S. MUIN	
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PREPARATORY UNDERGRADUATE COURSES

A list of courses at the undergraduate level that prepare students for the graduate program. Required coursework is listed first, followed by recommended courses. If not applicable, this section will be blank.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	NONE		

UNDERGRADUATE COURSES USED TO REDUCE GRADUATE LEVEL UNITS

A list of undergraduate level courses that may be used to reduce the number of graduate level units required for the graduate program. If there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Units
MUIN 272x	Basics of the Music Industry (will waive MUIN 510 – 4 units)	4
MUIN 425	Live Music Production and Promotion (will waive MUIN 512 – 2 units)	4

CORE GRADUATE PROGRAM REQUIREMENTS (# units required)

A list of all required graduate courses for the graduate program. None of these courses may be used toward satisfying undergraduate degree requirements.

If special exceptions for any of these courses are made by the academic department, the course # is marked with an asterisk () and the exception is explained in the "Department Notes" section at the end of this course plan template.*

Dept. Prefix - Course #	Course Title	Units
MUIN 510*	The Music Industry: Careers, Rights and Income Streams	4
MUIN 512*	The Management of Live Performances	2
MUIN 522	Music Marketing, Branding, and Campaigns	3
MUIN 520	Artist Management: Campaign Planning, Pitching, and Partnerships	2
MUIN 521	Music Industry/Producers Forum	1
MUIN 511	Music Industry History: Entrepreneurs, Moguls and Catalogs	2
MUIN 523	Survey/Analysis of Music Agreements	4
MUIN 540	Artist Management: Campaigns Execution and Hindsight Analysis	2
MUIN 541	Data Analytics: Music Marketing Decisions and Presentations	2
MUIN 542	Developing Copyright Laws and Business Models	3
MUIN 598	Internship	1
GSBA 504a	Accounting Concepts and Financial Reporting	1.5
GSBA 510	Operations Management	1.5
MUIN/CTPR/BAEP	Emphasis Option Courses	6

PRE-APPROVED ELECTIVE COURSEWORK

Elective coursework is approved at the discretion of the academic department. Note the following details about the total number and units required of elective coursework.

0	TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
0	TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

35	TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
6	TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY)
15	MINIMUM NUMBER OF GRADUATE UNITS THAT MUST BE AT THE 500 LEVEL OR ABOVE

NOTES FROM THE DEPARTMENT

This section highlights any unique considerations, exceptions, or requirements for the graduate program. If a program has specific restrictions (courses, majors, etc.), they are detailed below.

*MUIN 510 will be waived from the MS MUIN degree requirements if MUIN 272x is successfully completed during the undergraduate degree. MUIN 512 will be waived from the MS MUIN degree requirements if MUIN 425 is successfully completed during the undergraduate degree.

A minimum total of 6 units in one Emphasis Option is required for the MS MUIN degree. The Emphasis Options are listed here: https://catalogue.usc.edu/preview_program.php?catoid=12&poid=13429.

Phillip Placenti

Name of Authorizing Master's Program Dean

04-09-2021

Date Approved

Associate Dean for Admission & Student Affairs

Authorizing Dean's Title