



MUSIC BUSINESS

“The music industry is changing every day and we need critical thinkers who set trends and discover new business models. This program challenges students to become the next leaders of the global music business.”

Erin Workman

Music Business Department Head

Erin Workman's years of experience in the field of Artist Development include working alongside major labels and networks to hone the skills of new and established artists such as Zac Efron, DJ Ashba (Sixx:AM), Drake Bell, Miley Cyrus, Sara Overall, Emma Roberts, Ashley Tisdale and many more. As former Senior Director of A&R at TAXI Music, former Senior Director of Education and VP of Industry Relations at Musicians Institute, and in her current role as an independent Education, Entertainment and A&R consultant, Erin has successfully applied her passion for guiding artists and projects to success. Her background as a staff songwriter for Gaylord Entertainment in Nashville and a Film/TV composer have given her the practical experience to teach solid song craft and the fine art of commercially competitive communication and strategic alliances. As a session singer and pianist, Erin can be heard working with artists as varied as Rufus Wainwright, Russell Crowe (TOFOG), Disney's Suite Life of Zack and Cody, Nickelodeon's Unfabulous with Emma Roberts, and many more. Erin's educational background includes a Bachelor of Arts in Music Education and Vocal Performance earned at CSU, Chico.

Music Business Department Advising Head

Ron Sobel

Co-Founder/Partner of Winogradsky/Sobel, he is also a nationally-recognized entertainment attorney, with primary expertise in intellectual property law, music copyright, New Media platforms, and media strategic planning, and music education. Prior to developing Winogradsky/Sobel in 2009, Ron served as President of North Star Media, a music and media services company (2000 – 2009). Prior to serving as President of North Star Media, Ron was V.P./Creative Affairs, and head of the L.A. office at ASCAP. Over the course of 16 years at ASCAP, Ron also served as Director of Business Affairs, was on the New Media Council, and he signed Pearl Jam, Soundgarden, Alice In Chains, and Lenny Kravitz, among others. Ron has published several music industry articles, and his latest book, Music Publishing: The Roadmap to Royalties, has been released by Routledge Books. Ron served as Chair of the Music Business Division at McNally Smith College of Music (St. Paul, MN) from 2009 – 2010, was on the Board of Directors of the California Copyright Conference for 18 years, and is a frequent speaker and Instructor at USC, Cal State Northridge, and UCLA.

LEARNING OUTCOMES & OBJECTIVES

The Bachelor of Arts in Music Industry degree is a liberal arts degree that prepares graduates to foster and employ an entrepreneurial mindset. Students focus their studies on the music performance and the music industry in areas such as music law, music publishing, artist management, music licensing, live concert production and promotion, radio programming and production, artist development and marketing in addition to the conventional study of music history, theory, individual music instruction and ensemble performance. A primary goal of the program is to develop connections and relationships between students and the industry in Los Angeles through core coursework, masterclasses and internships.

Upon completion of the Bachelor of Arts program in Music Industry, students will:

1. Demonstrate knowledge of Intermediate music theory, ear training and piano technique knowledge and applied skill
2. Apply skill and knowledge related to basic songwriting concepts, with particular attention paid to lyric and melodic construct as well as integration of harmonic and structural techniques applied to the popular song
3. Be able to analyze the historical significance of varied traditional and contemporary songs, styles, genres, as well as socio-political and cultural contexts associated
4. Understand the evolution of the popular music industry and the varied business roles and structures significant throughout the changes of each decade
5. Understand of key communication concepts and terminology, with applied skill toward the development of vital creative and business strategies essential to becoming a professional in the music industry today
6. Develop an understanding of legal concepts, applied to agreements and scenarios in the areas of publishing, recording, licensing, artist management, venue and booking, strategic partnerships, and more
7. Integrate technology and business concepts, with distinct application toward creating robust entrepreneurial strategies to promote and monetize music and media content
8. Apply leadership and communication skills to the area of live production, music direction, A&R guidance and

artist development in both a live performance and studio session setting

9. Have experienced “real world” industry settings, with practicums and off-site internships in areas including Record Label, Publishing, Music Licensing, Artist Management and Marketing/Promotion
10. Be able to create a robust entrepreneurial business strategy, with marketing and financial plans to support, along with a complete multi-media professional portfolio

PROGRAMS OFFERED

Bachelor of Music Degree (12 Quarters)
Associate of Arts Degree (6 Quarters)

MUSIC BUSINESS

Bachelor of Arts - Degree Pacing

189 Credits

QUARTER 1

CODE	COURSE	CREDITS
GE-100	English Composition	3
IND-100	Music Industry Studies 1	2
IND-101	Building the Artists Team	2
IND-102	Music Marketing Foundations	2
IND-103	Promotion Concepts and Tools	1
IND-104	History of the Digital Revolution 1	2
IND-114	Private Lesson 1	2
MUS-1000	Applied Theory Lab 1	3

Total Credits: 17

QUARTER 4

CODE	COURSE	CREDITS
COMP-105	Guitar Accompaniment 2	1.5
GE-306	Physics for Musicians	4
IND-201	Music Licensing 2	2
IND-202	Music Publishing 2	2
IND-203	Marketing Budgeting	2
IND-216	Private Lesson 4	2
MUS-111	History of Rock & Pop Music 2	1
MUS-2000	Applied Theory Lab 4	3

Total Credits: 17.5

QUARTER 2

CODE	COURSE	CREDITS
GE-101	English Composition & Critical Thinking	3
IND-105	History of the Digital Revolution 2	2
IND-106	A&R Strategy	2
IND-107	Brand Development & Partnership	1
IND-108	Artist Management Seminar	2
IND-109	Music Industry Studies 2	2
IND-115	Private lesson 2	2
MUS-1002	Applied Theory Lab 2	3

Total Credits: 17

QUARTER 5

CODE	COURSE	CREDITS
COMP-205	Private Lesson 5	2
GE-202	United States History 1890 - 1954	3
IND-111	Music Business Law & Contracts 1	2
IND-204	Royalty Accounting	2
IND-205	Digital Distribution	1
IND-206	Creating Artist Pitch Materials	1
MUS-107	History of American Roots & Blues	1
MUS-2001	Applied Theory Lab 5	3

Total Credits: 15

QUARTER 3

CODE	COURSE	CREDITS
COMP-104	Guitar Accompaniment 1	1.5
GE-200	Oral Communications	4
IND-110	Social Media Branding	2
IND-112	Music Licensing 1	2
IND-113	Music Publishing 1	2
IND-116	Private Lesson 3	2
MUS-110	History of Rock & Pop Music 1	1
MUS-1003	Applied Theory Lab 3	3

Total Credits: 17.5

QUARTER 6

CODE	COURSE	CREDITS
COMP-100	Songwriting 1	1.5
COMP-206	Private Lesson 6	2
GE-403	Fundamentals of Psychology	3
IND-200	Music Business Law & Contracts 2	2
IND-209	Time & Money Management	1
IND-210	Indie Record Labels	2
IND-211	Merchandise Licensing & Retail	2
IND-304	Applied Economics for Business	2
MUS-108	History of Jazz Music 1	1

Total Credits: 16.5

MUSIC BUSINESS

Bachelor of Arts - Degree Pacing Continued

189 Credits

QUARTER 7

CODE	COURSE	CREDITS
COMP-101	Songwriting 2	1.5
GE-303	Spanish 1	3
IND-208	Tour Finance	2
IND-212	Career Development	1
IND-300	Contemporary Performance Ensemble 1	1
IND-303	Touring Strategies 1	2
IND-314	Music Journalism	2
MUS-109	History of Jazz Music 2	1
Total Credits: 13.5		

QUARTER 10

CODE	COURSE	CREDITS
GE-102	Music Money	3
GE-111	Health: Self-Directed Wellness	3
IND-400	Contemporary Performance Ensemble 4	2
IND-403	Music Licensing & Song Placement Practicum	4
IND-405	Global Music Business 1	2
MUS-206	History of World Music 1	1
MUS-302	Music History: Medieval - Baroque	2
Total Credits: 17		

QUARTER 8

CODE	COURSE	CREDITS
GE-301	Music Cultures of the World	3
GE-201	College Algebra 1 & 2	4
IND-301	Contemporary Performance Ensemble 2	1
IND-307	Publicity	2
IND-308	Touring Strategies 2	2
IND-309	Music Delivery Devices & Services	1
IND-404	Managing Your Audience	1
Total Credits: 14		

QUARTER 11

CODE	COURSE	CREDITS
GE-402	Political Science: Government & Policy	3
IND-401	Contemporary Performance Ensemble 5	2
IND-407	App Development	1
IND-408	Global Music Business 2	2
IND-410	Internship 1	2
MUS-104	Arranging & Orchestration 1	2
MUS-208	History of World Music 2	1
MUS-303	Music History: Classical - 20th Century	2
Total Credits: 15		

QUARTER 9

CODE	COURSE	CREDITS
GE-305	Statistics: Methods & Applications	4
IND-207	Music Supervision	2
IND-302	Contemporary Performance Ensemble 3	1
IND-310	Crowd-Sourced Funding	2
IND-311	Record Label & A&R Practicum	4
IND-406	Technology Startups	1
MUS-207	History of Funk, Hip Hop & Modern R&B Music	1
Total Credits: 15		

QUARTER 12

CODE	COURSE	CREDITS
GE-302	Philosophy	3
GE-406	Physiology: Architecture of the Human Body	3
IND-402	Contemporary Performance Ensemble 6	1
IND-409	Global Music Business 3	2
IND-411	Internship 2	2
MUS-200	Arranging & Orchestration 2	2
Total Credits: 14		

MUSIC BUSINESS

Associate of Arts - Degree Pacing

90 Credits

QUARTER 1

CODE	COURSE	CREDITS
IND-100	Music Industry Studies 1	2
IND-101	Building the Artists Team	2
IND-102	Music Marketing Foundations	2
IND-103	Promotion Concepts and Tools	1
IND-104	History of the Digital Revolution 1	2
IND-114	Private Lesson 1	2
MUS-1000	Applied Theory Lab 1	3
Total Credits:		14

QUARTER 4

CODE	COURSE	CREDITS
COMP-105	Guitar Accompaniment 2	1.5
IND-200	Music Business Law & Contracts 2	2
IND-201	Music Licensing 2	2
IND-202	Music Publishing 2	2
IND-213	Artist Management Practicum	4
IND-214	Master Class 1	0.5
IND-216	Private Lesson 4	2
IND-300	Contemporary Performance Ensemble 1	1
MUS-111	History of Rock & Pop Music 2	1
Total Credits:		16

QUARTER 2

CODE	COURSE	CREDITS
IND-105	History of the Digital Revolution 2	2
IND-106	A&R Strategy	2
IND-107	Brand Development & Partnership	1
IND-108	Artist Management Seminar	2
IND-109	Music Industry Studies 2	2
IND-115	Private lesson 2	2
MUS-1002	Applied Theory Lab 2	3
Total Credits:		14

QUARTER 5

CODE	COURSE	CREDITS
COMP-100	Songwriting 1	1.5
COMP-205	Private Lesson 5	2
IND-204	Royalty Accounting	2
IND-205	Digital Distribution	2
IND-207	Music Supervision	2
IND-301	Contemporary Performance Ensemble 2	1
IND-311	Record Label & A&R Practicum	4
MUS-107	History of American Roots & Blues	1
Total Credits:		15.5

QUARTER 3

CODE	COURSE	CREDITS
COMP-104	Guitar Accompaniment 1	1.5
IND-110	Social Media Branding	2
IND-111	Music Business Law & Contracts 1	2
IND-112	Music Licensing 1	2
IND-113	Music Publishing 1	2
IND-116	Private Lesson 3	2
IND-206	Creating Artist Pitch Materials	2
MUS-110	History of Rock & Pop Music 1	1
MUS-1003	Applied Theory Lab 3	3
Total Credits:		17.5

QUARTER 6

CODE	COURSE	CREDITS
COMP-101	Songwriting 2	1.5
IND-208	Tour Finance	2
IND-209	Time & Money Management	1
IND-210	Indie Record Labels	2
IND-211	Merchandise Licensing & Retail	2
IND-215	Master Class 2	0.5
IND-302	Contemporary Performance Ensemble 3	1
IND-410	Internship 1	2
MUS-108	History of Jazz Music 1	1
Total Credits:		13