



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.

Department Learning Outcomes reflect the mission and learning outcomes of the institution, the academic program and to the acquisition of skills that are specific to a concentrated field of study.

1. Professional Knowledge: Students will be able to demonstrate broad professional knowledge in the language, communication, strategic trends, and legal concepts as practiced in areas of publishing, recording, licensing, artist management and promotion in the music and entertainment industry.
2. Historical Influences: Students will be able to demonstrate knowledge of the evolution of business roles and structures in the popular music industry and how they influence current practices and trends.
3. Proficiency in Songwriting: Students will be able to demonstrate knowledge of musical structure, harmonic language and lyric composition by composing original songs that display fundamental skill in melodic and harmonic form, lyrical content and musical arrangement.
4. Foundational Music: Students will be able to demonstrate intermediate knowledge and proficiency in music theory, basic keyboard techniques, contemporary music and popular song history and their cultural context, and conducting.
5. Business Technology: Students will be able to demonstrate competency in using computer technology and online tools such as social media and streaming platforms in the practice of monetizing music and media content.
6. Strategic Planning: Students will be able to demonstrate the ability to synthesize professional knowledge and

entrepreneurial concepts to create a business strategy supported by financial planning and marketing.

PROGRAMS OFFERED

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

MUSIC BUSINESS

Bachelor of Arts - Degree Pacing

184 Credits

QUARTER 1

CODE	COURSE	CREDITS
GE-100	English Composition	3
MUS-100	Theory/Ear Training 1	2
MUS-101	Keyboard Skills 1	1
IND-104	History of the Digital Revolution 1	2
IND-100	Music Industry Studies 1	2
IND-101	Building the Artist's Team	2
IND-102	Music Marketing Foundations	2
IND-103	Promotion Concepts and Tools	1
IND-114	Private Lesson 1	2
Total Credits: 17		

QUARTER 2

CODE	COURSE	CREDITS
GE-101	English Composition & Critical Thinking	3
MUS-102	Theory/Ear Training 2	2
MUS-103	Keyboard Skills 2	1
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
Total Credits: 17		

QUARTER 3

CODE	COURSE	CREDITS
GE-200	Oral Communication	3
MUS-220	Theory/Ear Training 3	2
MUS-221	Keyboard Skills 3	1
COMP-102	Guitar Accompaniment 1	1.5
IND-110	Social Media Branding	2
IND-112	Music Licensing 1	2
IND-113	Music Publishing 1	2
IND-116	Private Lesson 3	2
Total Credits: 15.5		

QUARTER 4

CODE	COURSE	CREDITS
GE-111	Health & Wellness	3
MUS-290	Theory/Ear Training 4	2
MUS-291	Keyboard Skills 4	1
COMP-105	Guitar Accompaniment 2	1.5
COMP-201	Music Licensing 2	2
COMP-202	Music Publishing 2	2
COMP-203	Marketing Budgeting	2
COMP-216	Private Lesson 4	2
Total Credits: 15.5		

QUARTER 5

CODE	COURSE	CREDITS
GE-405	Music Appreciation	3
MUS-301	Music History: Middle Ages to 19th Century	2
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
COMP-205	Private Lesson 5	2
Total Credits: 13		

QUARTER 6

CODE	COURSE	CREDITS
GE-202	United States History 1890-1954	3
MUS-301	Music History: 19th Century - 20th Century	2
COMP-100	Songwriting 1	1.5
IND-200	Music Business Law & Contracts 2	2
IND-209	Time & Money Management	1
IND-210	Indie Record Labels	2
IND-211	Mechandise Licensing & Retail	2
IND-304	Applied Economics for Business	2
COMP-206	Private Lesson 6	2
Total Credits: 17.5		

MUSIC BUSINESS

Bachelor of Arts - Degree Pacing Continued

184 Credits

QUARTER 7

CODE	COURSE	CREDITS
GE-301	Music Cultures of the World	3
MUS-327	Music History: America's Popular Music	2
MUS-104	Arranging & Orchestration 1	2
COMP-101	Songwriting 2	1.5
IND-300	Contemporary Performance Ensemble 1	1
IND-208	Tour Finance	2
IND-212	Career Development	1
IND-303	Touring Strategies 1	2
IND-314	Music Journalism	2

Total Credits: 16.5

QUARTER 8

CODE	COURSE	CREDITS
GE-302	Philosophy	3
MUS-200	Arranging & Orchestration 2	2
IND-301	Contemporary Performance Ensemble 2	1
COMP-315	Songwriting Demo Production	2
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 9

CODE	COURSE	CREDITS
GE-303	Spanish 1	3
GE-305	Statistics	4
IND-302	Contemporary Performance Ensemble 3	1
IND-207	Music Supervision	2
IND-350	Financial Strategies for the Indie Artist	2
IND-311	Record Label & A&R Practicum	4
IND-406	Technology Startups	1

Total Credits: 17

QUARTER 10

CODE	COURSE	CREDITS
GE-306	Physics for Musicians	3
GE-410	Music and Society	3
MUS-416	Conducting	1
IND-400	Contemporary Performance Ensemble 4	1
IND-403	Music Licensing & Song Placement Practicum	4
IND-405	Global Music Business 1	2
ELE-104	Internship Prep	1

Total Credits: 15

QUARTER 11

CODE	COURSE	CREDITS
GE-401	Sociology	3
GE-402	Political Science: Government & Policy	3
IND-401	Contemporary Performance Ensemble 5	1
IND-410	Internship 1	2
IND-407	App Development	1
IND-408	Global Music Business 2	2

Total Credits: 12

QUARTER 12

CODE	COURSE	CREDITS
GE-403	Psychology	3
GE-406	Physiology 101: Architecture/Human Body	3
IND-402	Contemporary Performance Ensemble 6	1
IND-411	Internship 2	2
IND-409	Global Music Business 3	2
IND-420	Project Advisory	1
IND-450	Senior Project	2

Total Credits: 14

MUSIC BUSINESS

Associate of Arts - Degree Pacing

90 Credits

QUARTER 1

CODE	COURSE	CREDITS
MUS-100	Theory/Ear Training 1	2
MUS-101	Keyboard Skills 1	1
IND-104	History of the Digital Revolution 1	2
PROD-230	Apple Logic	3
IND-100	Music Industry Studies 1	2
IND-101	Building the Artist's Team	2
IND-102	Music Marketing Foundations	2
IND-103	Promotion Concepts and Tools	1

Total Credits: 15

QUARTER 2

CODE	COURSE	CREDITS
MUS-102	Theory/Ear Training 2	2
MUS-103	Keyboard Skills 2	1
IND-105	History of the Digital Revolution 2	2
PROD-306	Ableton Live	3
IND-106	A&R Strategy	2
IND-107	Brand Development & Partnership	1
IND-109	Music Industry Studies 2	2
IND-108	Artist Management Seminar	2
IND-115	Private Lesson 2	2

Total Credits: 17

QUARTER 3

CODE	COURSE	CREDITS
MUS-220	Theory/Ear Training 3	2
MUS-221	Keyboard Skills 3	1
COMP-102	Guitar Accompaniment 1	1.5
COMP-103	Building Your DAW 1	2
IND-110	Social Media Branding	2
IND-112	Music Licensing 1	2
IND-113	Music Publishing 1	2
IND-116	Private Lesson 3	2

Total Credits: 14.5

QUARTER 4

CODE	COURSE	CREDITS
MUS-290	Theory/Ear Training 4	2
MUS-291	Keyboard Skills 4	1
COMP-105	Guitar Accompaniment 2	1.5
COMP-201	Music Licensing 2	2
COMP-202	Music Publishing 2	2
COMP-203	Marketing Budgeting	2
COMP-216	Private Lesson 4	2

Total Credits: 12.5

QUARTER 5

CODE	COURSE	CREDITS
MUS-301	Music History: Middle Ages to 19th Century	2
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
IND-207	Music Supervision	2
IND-300	Contemporary Performance Ensemble 1	1
COMP-205	Private Lesson 5	2

Total Credits: 13

QUARTER 6

CODE	COURSE	CREDITS
MUS-301	Music History: 19th Century - 20th Century	2
COMP-100	Songwriting 1	1.5
IND-200	Music Business Law & Contracts 2	2
IND-209	Time & Money Management	1
IND-210	Indie Record Labels	2
IND-211	Mechandise Licensing & Retail	2
IND-304	Applied Economics for Business	2
IND-301	Contemporary Performance Ensemble 2	1
IND-215	Master Class 2	0.5
COMP-206	Private Lesson 6	2
IND-225	AA Final Project	2

Total Credits: 18