



**CSUN**<sup>®</sup>

CALIFORNIA  
STATE UNIVERSITY  
NORTHBRIDGE

# ONLINE MASTER OF ARTS IN MUSIC INDUSTRY ADMINISTRATION



- Experience networking opportunities
- Get trained for success in a variety of music-industry roles
- Benefit from comprehensive support services
- Attend live sessions with other professionals
- Access course material at any time



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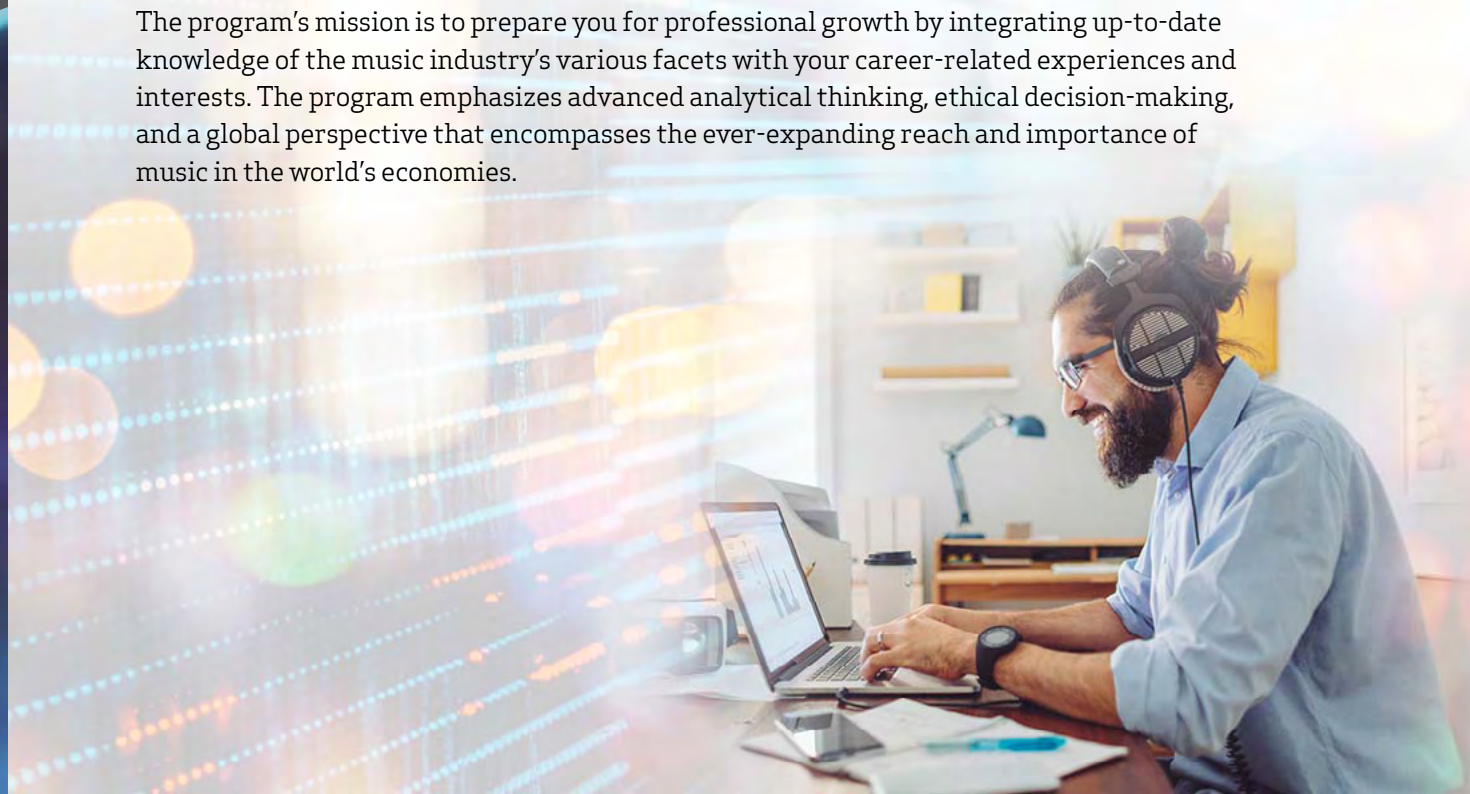
The first graduate program of its kind in the Western United States – located in the heart of the nation's professional entertainment community of Los Angeles – CSUN's Master of Arts in Music Industry Administration is an excellent solution for professionals seeking careers in producing, distributing, managing, and promoting music, creative talent and music industry related businesses. It's also one of the few contemporary music industry graduate programs in the world.

## Learn the business of music – all on a convenient, digital platform

Now online, the 33-unit Music Industry Administration program takes only 21 months to complete, and you can finish the program all from the comfort of home. The program is taught by distinguished music industry and business professionals as well as educators with many years of experience in the field. While some of the courses are the same as those in CSUN's MBA program, which is ranked among the nation's best part-time MBA programs by *U.S. News and World Report*, most feature content that is specifically relevant to current major music industry sectors and trends.

Because this program focuses on the industry itself – music publishing, recording, live performance, music in media, music products, research, data and analytics, marketing management, strategic management, accounting and finance, entrepreneurship, entertainment and copyright law – there is no performance requirement for admission.

The program's mission is to prepare you for professional growth by integrating up-to-date knowledge of the music industry's various facets with your career-related experiences and interests. The program emphasizes advanced analytical thinking, ethical decision-making, and a global perspective that encompasses the ever-expanding reach and importance of music in the world's economies.

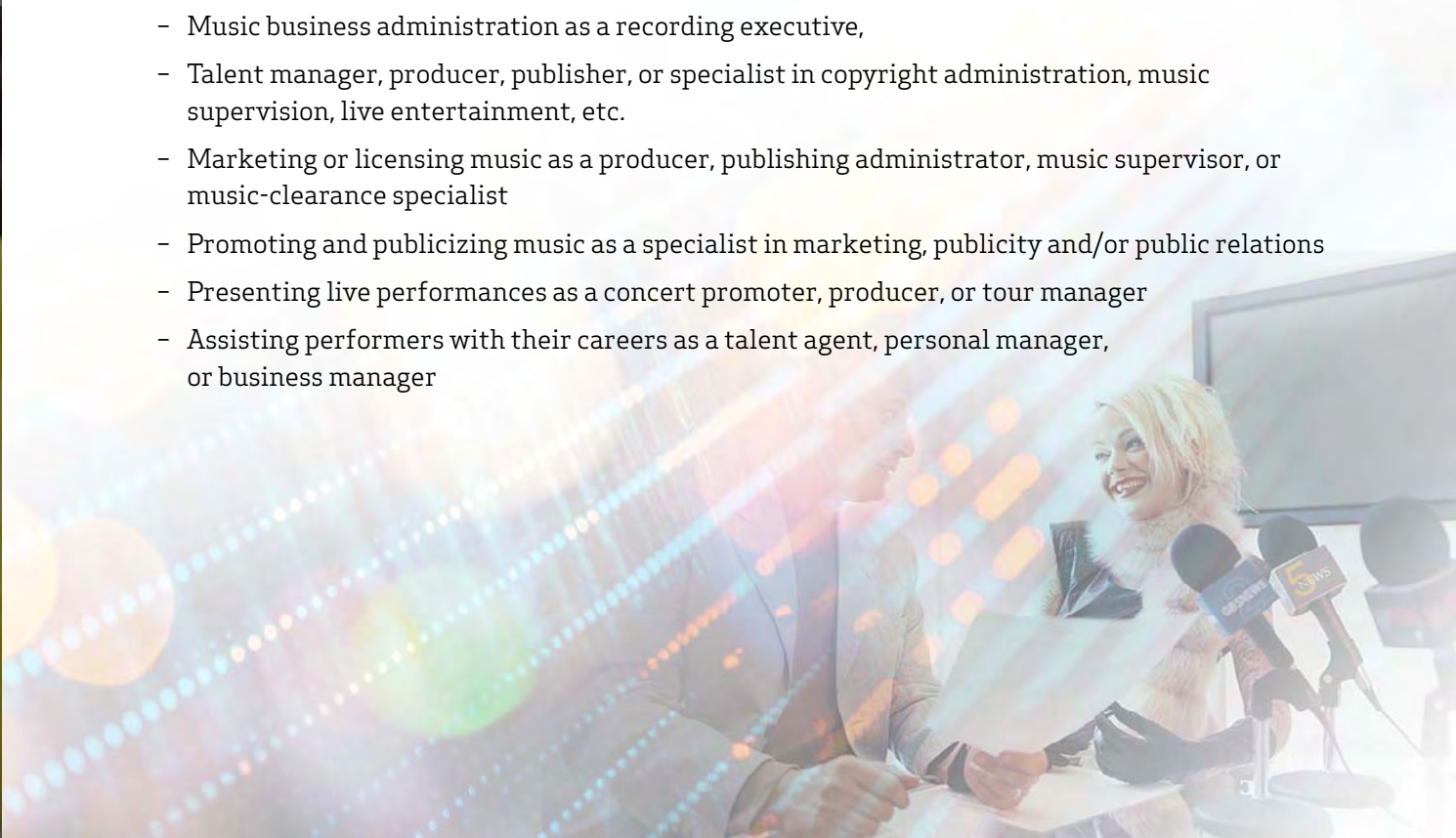




**See what students have to say about the M.A. in Music Industry Administration**

## Program Benefits

- Taught by distinguished music industry and business professionals, this program provides an essential knowledge base, rooted in business essentials.
- Many courses are the same as those taught in CSUN's widely respected MBA program and also feature content specifically related to the music industry.
- All coursework is designed to enable participants to grow not only within their current employment situations but also as graduates to successfully lead music-industry businesses of all kinds.
- The critical-thinking and problem-solving skills developed in this program can be applied to the identification and prioritization of business-related issues in virtually any field.
- The curriculum prepares graduates for success in a wide range of industry-related areas and roles. Examples include:
  - Music business administration as a recording executive,
  - Talent manager, producer, publisher, or specialist in copyright administration, music supervision, live entertainment, etc.
  - Marketing or licensing music as a producer, publishing administrator, music supervisor, or music-clearance specialist
  - Promoting and publicizing music as a specialist in marketing, publicity and/or public relations
  - Presenting live performances as a concert promoter, producer, or tour manager
  - Assisting performers with their careers as a talent agent, personal manager, or business manager





## Experience networking opportunities and music-industry access.

The program is offered in the cohort format, which facilitates networking and the formation of lasting professional connections. You'll also have opportunities to meet leaders in the music industry through our guest speaker class visits, Industry Insight panel discussions, job placement services. With that, you'll participate in numerous local music industry networking events that happen regularly in Los Angeles on a monthly basis.

**Although the program is online, on many occasions, you'll have the opportunity to visit Los Angeles for rewarding networking events and coaching:**

- Visit campus for a welcoming meet-and-greet and orientation with your cohort colleagues, the program professors and support staff
- Get to know industry insiders and the company you'll be doing your capstone consulting project for
- Present your culminating project to faculty, colleagues, and your subject company, then graduate soon afterwards, preceded by a hooding ceremony
- Come to Los Angeles for various on-campus and local industry events.

These onsite components let you connect with your cohort on a real, one-on-one level. And, being in Los Angeles, each trip to campus is an opportunity to link up with important industry figures, including executives at some of the world's largest music and recording studios.



## Advantages of the Carefully Crafted Curriculum

CSUN's Master of Arts in Music Administration program has a carefully crafted curriculum designed for delivery in the cohort format. In this format, each successive course builds on earlier courses to ensure that the program's educational experiences and learning outcomes combine to create the foundation for a career in which graduates can achieve a lifetime of successful music-business outcomes.

Listed in the order of presentation, the following courses are purposefully sequenced to ensure that later courses build on earlier ones to provide a powerful, cumulative learning experience and a fully integrated program of study.

### **COURSE LIST** (11 courses, 33 units)

**MUS 580:** Music Industry Developments

**MUS 602:** Music Industry Research, Data and Analytics

**MGT 693:** Strategic Management

**BLAW 651:** Entertainment Business Law

**ACCT 505:** Financial and Managerial Accounting in Industry

**MUS 680:** Music Publishing & Copyright Administration

**MUS 681:** Recorded Music Distribution and Promotion

**MUS 684:** Live Music Production and Promotion

**MKT 640:** Marketing Management

**MUS 683:** Entrepreneurship in the Music Industry

**MUS 698MIA:** Graduate Project





## Course Highlights

### **MUS 580 Music Industry Developments**

Study of the present and the future of the Music Industry including new developments related to copyright, legal/illegal downloading, file sharing, emerging sales models, traditional and digital distribution, technology, and globalization's effect on music consumption.

### **MUS 602 Music Industry Research, Data and Analytics**

Study of music industry research, data and analytic tools used to track, report, and analyze consumer behavior across a range of media.

### **BLAW 651 Entertainment Business Law**

This course covers the recurring legal problems that arise in the business context of the entertainment industry and the legal relationships between the parties involved in the film, television, theater, music, and online entertainment fields. In particular, the course will address tort law issues, including defamation, invasion of privacy, and the right of publicity; intellectual property protection, including copyright and trademark law and the protection of ideas; contract law issues, including contract formation, contractual obligations, and remedies; and government regulation of entertainment content and industry practices. International aspects of each of these areas will be emphasized.

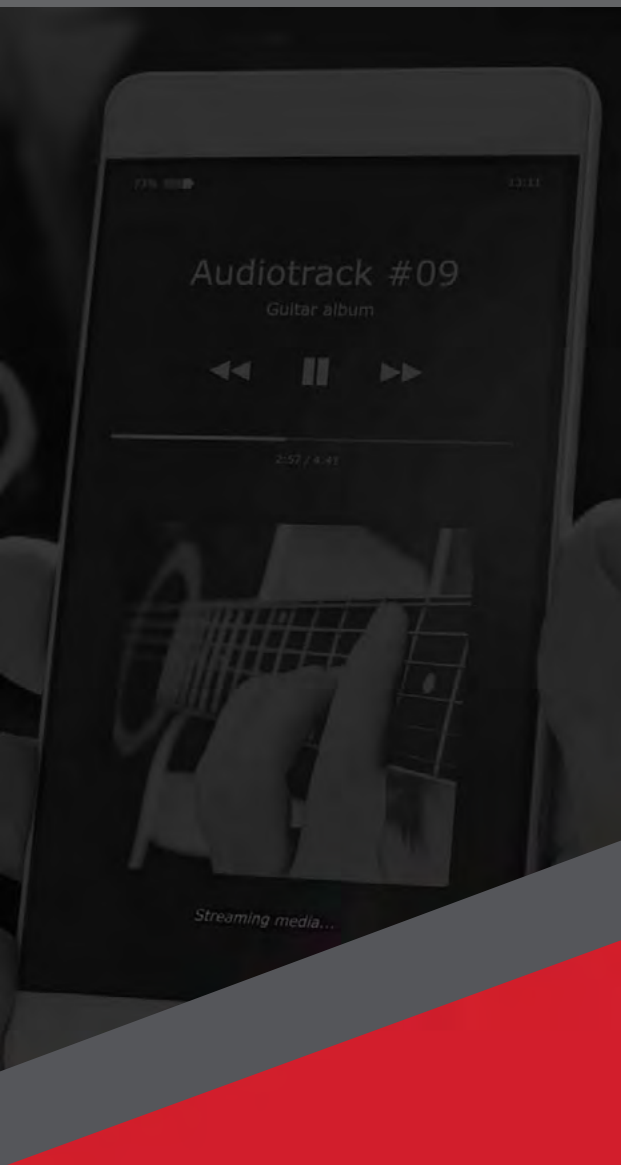
### **ACCT 505 Financial and Managerial Accounting in Industry**

Study of financial practices relevant to particular industries. Includes general financial and managerial accounting processes, the recording and analysis of financial transactions and statements, and the use of accounting data for planning and budgeting purposes. The course will include significant coverage of topics specific to the industry of emphasis. For example, for the Masters in Music Industry Administration, the course will include a survey of music industry income and royalty streams (performance, mechanical, synchronization, copyright), licensor/licensee accounting, inventory, and tax issues. If no particular industry focus is needed, the course will include a survey of industries with unusual, specialized, or atypical accounting practices.

### **MUS 680 Music Publishing & Copyright Administration**

Study of traditional and online music publishing and copyright administration of art music, educational music and popular music. Study of Electronic Commerce as applied to music distribution and the online sale of music, games, and music-related merchandise, the implementation and operation of websites, FTC regulations, e-commerce licenses and the exploitation of intellectual property rights.



**MKT 640 Marketing Management**

Advanced approach to marketing policy. Analysis of problems in marketing management. Emphasis on development of competence in adjusting marketing policies to changes in the general economic, competitive, and social climate.

**MUS 681 Recorded Music Distribution and Promotion**

Study of the distribution methods and promotion tools used in the recorded music market across a variety of formats including physical products, permanent digital downloads, and digital streaming through various ad-supported and subscription service providers.

**MGT 693 Strategic Management**

An integrative seminar dealing with broad business policy problems via the case method. There will be definition and analysis of internal and external factors affecting the development of the objectives and policies of the firm. The course stresses the interrelationships of major functional areas and the pervasive adjustments that may result from changes in a specific policy. Students are expected to use their personal experience and apply the analytical tools obtained from specialized courses in the solution of organization-wide problems. Emphasis is placed on case study methodology.

**MUS 683 Entrepreneurship in the Music Industry**

Study of the processes and procedures involved in launching entrepreneurial enterprises that monetize Music Industry-related intellectual property, products and services. Emphasis on opportunity recognition, commercialization of intellectual property, use of established and developing distribution models, and organizational and capitalization structures for new ventures within the Music Industry.

**MUS 684 Live Music Production and Promotion**

Study of concert production and promotion methods used in the live music market and the role of the concert promoter in producing and promoting live concert events. Includes the study of related businesses such as artist management, ticketing, tour management, tour merchandising, and music products.

**MUS 698 Graduate Project**

Prerequisite: Classified Status and Permission of MIA Academic Lead and Director of Graduate Programs. The MIA Graduate Project consists of small teams of students working on comprehensive consulting projects with established music industry clients under faculty supervision. Clients are selected and screened by the MIA program Academic Lead.





## Distinguished Faculty

The Master of Arts in Music Industry Administration program is designed and taught by CSUN faculty members in collaboration with music industry and business professionals who are leaders in their areas of specialization. This blend of practitioners with outstanding CSUN faculty ensures that you will graduate with a solid academic background and be well prepared for the realities of practice in the field.

- **Zhara Al-Nadaf, J.D.**  
Adjunct Professor, Music Industry Administration program, Entertainment Business Law (BLAW 651)
- **Seven Bailey, M.A.**  
Adjunct Professor, Music Industry Administration program, CSUN – Co-teaches Live Music Production and Promotion (MUS 684)
- **David Bakula**  
Adjunct Professor, Music Industry Administration program, CSUN – Music Industry Research, Data and Analytics (MUS 602)
- **Stacie M. de Armas, MBA**  
Adjunct Professor, Music Industry Administration program, CSUN – Music Industry Research, Data & Analytics (MUS 602)
- **Daniel Degrauel, Ph.D.**  
Professor, Department of Management, David Nazarian College of Business and Economics, CSUN – Behavior in Organizations (MGT 620) and Comprehensive Exam (MUS 697)
- **Daniel Lovejoy, M.S.**  
Adjunct Professor, Music Industry Administration program, CSUN – Financial and Managerial Accounting in Industry (ACCT 505)
- **Brian McKenzie, M.A.**  
Adjunct Professor, Music Industry Administration program, CSUN – Co-teaches Entrepreneurship in the Music Industry (MUS 583)
- **Andrew Surmani, MBA**  
Academic Lead, M.A. in Music Industry Administration program and Professor of Music, Mike Curb College of Arts, Media and Communication – Music Industry Developments (MUS 580) and co-administers the Graduate Project (MUS 698MIA)
- **Robert Teegarden, M.A.**  
Adjunct Professor, Music Industry Administration program, CSUN – Co-teaches Music Publishing and Copyright Administration (MUS 680), Recorded Music Distribution and Promo (MUS 681) and also co-administers the Graduate Project (MUS 698MIA)
- **Franck Vigneron, Ph.D.**  
Professor, Department of Marketing, David Nazarian College of Business and Economics, and Director, Wells Fargo Center for Small Business & Entrepreneurship (CSUN) – Marketing Management (MKT 640) and co-teaches Entrepreneurship in the Music Industry (MUS 683)
- **Gaelen Whittemore**  
Adjunct Professor, Music Industry Administration program, CSUN – Recorded Music Distribution and Promo (MUS 681)

## The Advantages of CSUN's Approach to Supporting the Educational Success of Working Professionals

At CSUN, we recognize the work-related constraints of midcareer professionals. Starting a new degree is a big step, but for you, the working adult, the pay-off is the program's completion. So, to get you there on time, with a diploma in hand, we offer a range of support services rare among public universities.

An assigned program coordinator will work with you from the time you apply to the time you graduate. This practice delivers ongoing, direct personal support from a real-world contact to guide you through the program without long lines or red tape. Coordinators play a proactive, hands-on part in the cohort experience by offering continuing information, regular reminders and steady, reliable encouragement.

CSUN's degree programs also assign you an academic lead, who coordinates the program's faculty and responds to questions beyond the scope of individual courses. Participants often develop close working relationships with their assigned leads. When you face an academic challenge, or hit a roadblock in your timetable, this person will steer you back on course. With this approach, CSUN graduate programs proudly achieve eighty-five to ninety-plus percent graduation rates.





# Admission to the Music Industry Administration Program

To be admitted to the program, applicants must possess (at the time of enrollment):

- **Educational Background:** Bachelor's degree in a related field from a regionally accredited institution.
- **Cumulative GPA:** 3.0 with no additional needs, or 2.76–2.99 plus 5 years of relevant/applicable experience, or 2.50–2.75 plus 10 years of relevant/applicable experience
- **English Proficiency Requirements**  
*For Non-U.S. Degree and International Students Only*  
If a graduate applicant has earned a bachelor's or master's degree from a college or university outside the U.S., then an English language proficiency exam may be required.

For more information, please visit [Admission Requirements](#) web page.

## Accreditation

California State University, Northridge is accredited by the Commission for Senior Colleges and Universities for the Western Association of Schools (WASC), an institutional accrediting body recognized by the Council on Higher Education and Accreditation.

California State University, Northridge is an accredited institutional member of the National Association of Schools of Music.

For More Information

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