

# CERTIFICATE IN MUSIC BUSINESS



## CSU MUSIC BUSINESS

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Step beyond textbooks and learn directly from the professionals who engage with the music business program. Hear how a music festival operates from a founder of the Coachella Valley Music and Arts Festival. Get the scoop about recording contracts or touring from Big Head Todd or Griz as well as members of Mumford and Sons, The Avett Brothers and Phish. Discover the opportunities in agency and management or other careers from folks in firms that have represented Elton John, Michael Jackson, Radiohead, AC/DC and Bruce Springsteen and/or run major labels, publishing companies, marketing firms, and more.

The Certificate in Music Business is a 3-course, 9-credit program covering concepts and practical skills involving the contemporary music business.

This certificate prepares you to understand and navigate an industry unlike no other. The primary function is to offer graduates a fundamental understanding of the music business marketplace by learning the vocabulary and workings of the industry, identifying major stakeholders, and exploring career and entrepreneurial opportunities within this growing field. Whether you're preparing for a career as a performer or plan to impact the industry with a supporting role as a producer or engineer, at a record label or publisher, in concert promotion, as an agent or artist manager, as legal representation, or an array of other endeavors, the certificate lays the foundation for a career in an evolving, exploding and fast-paced industry.

## Learning Objectives

Upon successful completion, students will be able to:

1. Delineate the various economies within the music industry.
2. Provide analysis of the revenue and income models available within the music industry.

3. Describe common contract language related to music-business deals.
4. Identify the entrepreneurial opportunities for graduates in the entertainment field.
5. Describe the principles of marketing required for both artist-discovery and promotion of artists (both emerging and established).