

MINOR IN MUSIC BUSINESS

Requirements Effective Fall 2023

Students must satisfactorily complete the total credits required for the minor. Minors and interdisciplinary minors require 12 or more upper-division (300- to 400-level) credits.

A minimum grade of C (2.000) or better is required in all courses.

Additional coursework may be required due to prerequisites.

Code	Title	Credits
Required Courses:		
ACT 205	Fundamentals of Accounting	3
BUS 250	Music Business--Shifting the Social Landscape (GT-SS3)	3
BUS 361	Principles of Music Marketing	3
BUS 362	Making Money in Music	3
BUS 363	Concerts and Live Events	3
Select one course from the following: ¹		3
MGT 305	Fundamentals of Management	
MKT 305	Fundamentals of Marketing	
Select one course from the following:		3
BUS 205	Legal and Ethical Issues in Business	
BUS 220	Ethics in Contemporary Organizations (GT-AH3)	
MGT 340	Fundamentals of Entrepreneurship	
MKT 320	Integrated Marketing Communications	
MKT 362	Professional Selling	
MKT 370	Digital Marketing	
MKT 375	Social Media Marketing	
Program Total Credits:		21

¹ If a student selects MKT 305, they may take any of the course options below. If a student selects MGT 305, they must take BUS 205, BUS 220, or MGT 340.