

April 23, 2009

Christopher Highley, Faculty Chair
Colleges of the Arts and Sciences
Committee on Curriculum and Instruction
4187 Smith Lab
CAMPUS

Dear Chris,

The Arts and Humanities Subcommittee met on Tuesday, April 21, 2009 and unanimously approved (I abstained from the voting) the proposal from the School of Music for the *Minor in Music, Media, and Enterprise*. The committee discussed the fact that it was well thought through, clear, concise, and innovative. The minor is a direct result of the School of Music's Targeted Investment in Excellent (TIE) grant that it received in 2007. As a result of the TIE award, the School of Music has hired two new faculty and is searching for a staff position this year. They also have the potential to search for another faculty to support the growth of the program. The minor consists of 22 credit hours, made up of three core classes, and the remaining requirements are fulfilled through elective course work from three different disciplines. For a complete summary of the minor, please see my cover letter sent from the Arts Curriculum Committee.

If you have questions about the proposal please feel free to contact me at 292-5171 or through email, williams.1415.

Thank you,



Valarie Williams
Acting Chair, Arts and Humanities Subcommittee of CCI



April 13, 2009

Christopher Highley, Faculty Chair
Colleges of the Arts and Sciences
Committee on Curriculum and Instruction
4187 Smith Lab
CAMPUS

Dear Chris,

The College of the Arts Curriculum Committee has reviewed and voted unanimously to support the School of Music's proposal to create a minor in Music, Media, and Enterprise. We worked with David Bruenger, Director of the Music, Media, and Enterprise Program and with Professor Marc Ainger, Chair of Undergraduate Studies and Associate Director of the program throughout the year. The committee discussed the proposal with Professor Ainger during several meetings providing feedback and suggestions. At our ARTS CC deliberations on February 27, 2009 we voted to put forward the minor. We are pleased to unanimously support the School of Music's proposal for a minor in Music, Media, and Enterprise.

The proposal was vetted and supported by the full faculty in the School of Music, designed in close consultation with the School of Communication, the Fisher College of Business, and the Moritz College of Law. The minor grew out of the Targeted Investment in Excellence (TIE) grant received from the Provost's Office and is the only non-STEM funded proposal. The TIE grant allowed the School of Music to create this curricular program that expands the enterprise side of music by addressing the social, business, and communication aspects of the music industry. With TIE funds, the School of Music was able to hire Professor Bruenger to direct and design the program. This year we are conducting a search for a staff position to support the MME program and conducting a search which will include another faculty member who will teach in the area of jazz theory and arrangement.

The MME Minor is distinct from the BA, BM, BME majors offered in the School of Music, which focus a student on a particular degree such as Voice Performance, or Music Education, or Orchestral Performance. We ask that CCI and CAA approve the minor so that School of Music Majors may take the minor which focuses on the commercial, social, and cultural institutions and practices of music. The MME complements the work of the musicology faculty, who address how we export our culture through music media and parallels the philosophical foundation of the Music faculty's work in cognition. It also correlates with the technical side of the music industry, which is part of the work of faculty members Marc Ainger, Tom Wells, and Jim Pyne.



As noted in the proposal, the minor consists of 22 credit hours. The primary design is described below:

- Three core classes: 14 credit hours made up of two School of Music courses and one College of Business course. None of the courses have pre-requisites.
- Elective course work to fill out the remaining 8 credit hours with one course outside the student's major.

We thank you in advance for moving this proposal through the next appropriate steps, and look forward to its ultimate approval and hopeful implementation for winter of 2009. If you have questions about the proposal please feel free to contact me at 292-5171 or through email, williams.1415.

Thank you,

Valarie Williams
Associate Dean, College of the Arts

cc: John W. Roberts, Interim Dean, Colleges of Arts and Humanities
Edward Adelson, Interim Director, School of Music
Marc Ainger, Chair, School of Music Curriculum Committee
David Bruenger, Director, Music, Media, and Enterprise Program
Rebecca Harvey, Chair, ARTS CC

Moritz

College of Law

Donald B. Tobin
Associate Dean for Faculty and
Professor of Law

Direct Dial: 614-688-3539
e-mail: tobin.46@osu.edu

February 27, 2009

David Bruenger
Director, Music, Media and
Enterprise Program
School of Music 110 Weigel Hall
1866 College Rd
Columbus, OH 43210

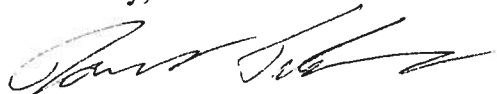
Dear David,

The law school has been asked to comment on the School of Music's Music, Media, and Enterprise Minor. The law school is supportive of the proposal and has no objection to its moving forward. As you are aware, at the moment, the law school does not provide instruction to undergraduate students. The Music, Media, and Enterprise Minor therefore does not conflict with any program at the law school. We have been asked specifically our views on Com 101, History of Human Communication and Com 666, Communication Perspective on Contemporary Cultural Products, and are supportive of these offerings.

We recognize that this program was chosen for a Targeted Investment in Excellence grant and applaud the creative nature of the Music, Media, and Enterprise Minor. I know that the School of Music has been in contact with one of our faculty members who is an expert in intellectual property and we believe that collaboration between faculty, if of intellectual interest to both faculty members, would be a real benefit. I can certainly see ways in which the law school community could interact with students in the new minor -- for example we have an entertainment law society that often brings in interesting speakers. Students in the minor might find those speakers interesting.

If I can be of further assistance, please do not hesitate to contact me.

Sincerely,



Donald B. Tobin
Associate Dean for Faculty and
Professor of Law

Office of the Dean

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Office of the Dean

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February 16, 2009

Professor David Bruenger
Director, Music, Media, & Enterprise Program
School of Music
110 Weigel Hall
1866 College Rd
Campus

Dear Professor Bruenger:

On behalf of Social and Behavioral Sciences, I am pleased to support the proposed minor in Music, Media, and Enterprise. I am especially pleased with the role of the School of Communication in the minor. I think additional participation by SBS units may well be possible.

Social and Behavioral Sciences looks forward to working with you as this minor develops in the future.

Sincerely,

A handwritten signature in cursive script that reads "Gifford Weary".

Gifford Weary,
Interim Dean
Social and Behavioral Sciences

Music, Media, and Enterprise Minor

**School of Music
College of the Arts & Humanities
The Ohio State University**

I. General Information

New Degree Program

Name of Proposed Program: Music, Media, and Enterprise Minor

Degree Title: Minor

Proposed Implementation Date: Autumn 2009

Academic Units Represented: School of Music, Fisher College of Business, School of Communication

II. Development/Rationale/Goals/Objectives

Development and Rationale

In the closing decades of the 20th century it became increasingly evident that the gap between the conception of music in the Academy and music as it was understood and utilized in society as a whole had widened dramatically. Additionally, diffusion of technological innovations in the first decade of the 21st century profoundly altered the institutions and processes that support production, distribution and consumption of music. Consequently, students who leave the university today are not prepared to participate effectively in the cultural, social, or commercial structures that frame music enterprise in the 21st century.

The proposed Music, Media, and Enterprise (MME) Minor will contribute to the development of students who seek to combine studies in music, business, and communication with the patterns and practices of the cultural and entertainment industries, as well as the policies, laws, and regulations that constrain them. Students are already pursuing such interests by taking courses loosely grouped in Personalized Study Programs (PSPs) across the College of the Arts, the Fisher School of Business, and, in some cases, beyond. The MME Minor will establish a logical, consistent, and congruent curriculum for these students.

The Music, Media, and Enterprise Minor, devised by faculty members with relevant expertise across several colleges and schools (see appendix I), will provide a systematic way of meeting the needs of students interested in music entrepreneurship. Through the MME Minor, students will be able to transcend disciplinary specialization and isolation to explore the heterogeneous complexity of music production and reception in contemporary society.

Program Goals

- Establish a critical framework to address musical and cultural value and systems of valuation, both in the United States and globally
- Develop basic understanding of cultural, economic, communication, and marketing/branding theories as they pertain to music
- Gain an understanding of both historic and current patterns and practices for music and entertainment business industry and entrepreneurs
- Explore interrelationships of music and musical practice, media, and commercial, social, and economic enterprise

Program Objectives/Student Learning Outcomes:

At the completion of the minor, students will have the following:

- Students develop a multidisciplinary perspective on the role of music in commerce, and society
- Students gain a theoretical foundation for continuing study and research in the interrelated areas of music, communication, business, society, and culture
- Students exhibit knowledge of fundamental principles relevant to professional education in business and the law
- Students understand the practical principles and skills of musical and creative entrepreneurship

There are significant educational and professional opportunities for students who complete this minor. Some may choose graduate study in music, communication, arts policy, culture, film, or the visual and/or performing arts. Others may pursue the professional education in law or business provided by a J.D. or an MBA. Some may choose to directly enter the workforce as creative entrepreneurs in the marketplace located in and across the social media of the Internet.

Expanding opportunities exist in the social and interactive media environments, including music and media production, online sales and marketing, event promotion, intellectual property and music licensing, wireless technologies, and the computer gaming industry. Internship opportunities exist at the Wexner Center for the Arts, OSU Urban Arts Space, WOSU Public Media, as well as almost innumerable regional, national, and international music/media/entertainment-oriented companies, organizations, and festivals.

III. Relationship to Other Programs

The proposed Music, Media, and Enterprise Minor is complementary to but distinct from existing programs relating to music, the arts, and entrepreneurship at The Ohio State University. The Media Production and Analysis minor caters to students with commercial—primarily broadcast—interests. The Film Studies major meets the needs of students with theoretical and/or historical interests. The Entrepreneurship Minor at Fisher College focuses on the role and practice of the business entrepreneur generally rather than the entertainment industry specifically. The Master of Arts degree in Arts Policy and Administration is primarily concerned with the not for profit sector in the arts. Even though these various minors and majors are focused on different aspects of the history, practices, and theories of society and culture, the MME minor will serve as a complement to those programs with its specific focus on the commercial, social, and cultural institutions and practices of music and direct integration with Fisher College of Business and the School of Communication. Cross enrollment of students in the above programs in MME courses is anticipated and will be welcomed.

It is anticipated that current music, business, and communication majors will use this minor to complement and give added focus to their studies. Additional interest may come from students in the Colleges of Social and Behavioral Sciences and Humanities, as well as other majors in the Arts.

The relationship to the School of Music Musicology area is a critical one, with MME-specific courses representing a specifically economics-oriented extension of musicology and the social and historical perspectives on music and musical culture provided by the Musicology and Ethnomusicology curricula lays a solid introduction to American and World music traditions for the MME student.

IV. Student Enrollment

It is anticipated that approximately 25-35 students will come to the program each year from majors in music, business, communication, and other disciplines. Students are currently taking the courses, either as electives without a minor framework or through a variety of student-designed PSP programs. The students taking the courses now and those who have inquired about enrollment over the winter and spring quarters of 2009, are expected to form the first cohort of the minor program.

V. Degree Requirements/Curriculum

This 22 credit hour minor consists of courses from the School of Music, Fisher College of Business, and the School of Communication. The courses in these disciplines offer different theoretical and practical points of view; the minor requires taking courses in all of the disciplines in order to strengthen the student's ability to collaborate, transcend disciplinary limitations, and potentially find new synthesis.

VI. The Music, Media, and Enterprise Minor Structure Overview

1. Required foundational courses (three courses, listed below)
2. Required choices for non-music majors (one of two, listed below)
3. Electives chosen to complete the minimum requirement of 22 quarter hours (listed below)
4. In addition to the required courses in the School of Music and Fisher College of Business, students must enroll in classes in at least one additional course outside their major. A communication course is strongly recommended for everyone except communication majors
5. No courses may be taken for credit more than once and counted towards this minor.
6. Courses taken in the minor cannot count toward the major.

Courses

Students enrolled in this minor must take the following three foundational courses that blend analysis, theory, and practice of the historical and contemporary forms of enterprise in music. None of the foundation courses have prerequisites.

Required Courses

(14 hours)

- MUS 271 – Introduction to Music Enterprise (4)
An introductory survey of the patterns and practices associated with the intersection of music, society, and commerce from the early 19th century to the present. Topics may include songwriting, publishing, performance, education, intellectual property law, music licensing, artist management, concert promotion, music products industry, arts administration, cultural policy, recording industry, music journalism, theatre, film, broadcast and digital media. Both for profit and nonprofit enterprise will be examined as well as the complex interrelationships between economic, social, and cultural forces that motivate them.
Prerequisites: None
- MUS 330 – Music Production and Reception: Institutions, Patterns, Practices (5)
A study of the various ways that musical art, commerce, and technology have intersected in society. Using specific case studies, explore how the mass media and entertainment industries of the 20th century both emerged from and then fundamentally reshaped music, media, commerce, social institutions, and cultural values. Further, students will consider how digital technologies and the Internet-based social media they support have deconstructed those industries and continue to transform the creation, interpretation, and consumption of music in the 21st century. Topics will include music creation, performance and reception: recording, production, and playback technologies; broadcast and digital media; remix and interactive media; intellectual property and contract law; and the myriad social, cultural, and commercial forms of music entrepreneurship.
Prerequisites: None
- BUS MHR 290 – Entrepreneurship (5)

Focuses on the role of innovation and entrepreneurship in the historical evolution and the current understanding of business. Examines theoretical foundations, characteristics of entrepreneurs, and role of personal creativity in entrepreneurship.
Prerequisites: None

Elective Courses

(Minimum of 8 hours, including one courses outside the student's major)

Communications

- COM 101 – History of Human Communication (5)
History of human communication from beginning of spoken and written communication to modern mediated and mass communication.
Prerequisites: ENG 110 or equivalent
- COM 604 Media Ethics (5)
Lectures, discussions, assimilations, and case studies focus on the nature, roles, and functions of ethics in communication in response to major topics and questions.
Prerequisites: None
- COM 607 Mass Communication Law (5)
Study of theory, history, and case law of freedom of expression.
Prerequisites: Permission of Instructor
- COM 613 Media Entertainment: Theory and Research (5)
This course explores speculation, theory and research regarding effects and appeal of media entertainment, emphasizing emotional reactions.
Prerequisites: Permission of Instructor
- COM 642 Mass Communication and Society (5)
Analysis of basic issues affecting media performance; especially social, cultural norms, organizational and occupational variables, and the assessment of the effects of the resulting performance.
Prerequisites: None
- COM 646 Media Economics (5)
Familiarizes the student with the basic concepts for understanding the economic operation of media organizations and industries.
Prerequisites: Permission of Instructor
- COM 654 Social Implications of Communication Technology (5)
Advanced study of a current topic in telecommunication and electronic media industry structures.
Prerequisites: None
- COM 666 – Communication Perspectives on Contemporary Cultural Products (5)
Communication causes and impacts of changing technological environment where traditional differences between cultural products – folk, mass, popular, low...elite, high...knowledge, journalistic, informational – are disappearing.
Prerequisites: None

Business

- AMIS 211 – Introduction to Accounting (5)
Preparation and use of accounting reports for business entities; focus on uses of accounting for external reporting, emphasizing accounting as a provider of financial information.
Prerequisites: ECON 200 or equivalent
- BUS-MHR 390 - Personal Creativity and Innovation (4)
Explores how people, places, and practices foster personal creativity. Develops student's ability to create innovative concepts for new products and services.
Prerequisites: None
- BUS MHR 490 – Innovation and Entrepreneurship in Modern Business (5)
Explores the process for creating new ventures, including ideation, evaluation of business opportunities, business planning, and assembling business resources
Approved for GEC Credit (Social Sciences)
Prerequisites: BUS MHR 290

Music

- MUSIC 250 Music Cultures of the World (5)
A survey of musical cultures outside the Western European tradition of the fine arts.
Prerequisites: None
- MUSIC 251 The World of Classical Music (5)
A consideration of the materials of music and important styles, forms, and composers from the Baroque to the present.
Prerequisites: None
- MUSIC 252 History of Rock and Roll (5)
The history and culture of rock and roll.
Prerequisites: None
- MUSIC 253 Introduction to Jazz (5)*

- A study of the characteristics, styles, and structure of jazz; jazz performers.
Prerequisites: None
 - MUSIC 348 Music on the Move in a Globalized World (5)*
Survey of globalization's effects on musical cultures around the world; explores both the role of diasporic migration and the use of recording and broadcasting technology.
Prerequisites: None
- *Note: Non-Music Majors must take either MUSIC 253 or 348 as an elective
- MUSIC 349 20th Century Music (3)
The main trends in Western art music from Debussy to the avant garde.
Prerequisites: None
 - MUSIC 431 – Protest in American Music (5)
The interrelationship between and among music, media, commerce, political consent, and social dissent has both shaped and reflected the crucial social and political movements of American history and provided an economic foundation for a protest music industry. Using both topical and chronological frameworks, this course examines musical practice, evolving media technologies, as well as selected political, social, and commercial enterprises engaged in the creation and distribution of socio-political commentary and protest of which music is a central feature.
Prerequisites: None
 - MUSIC 432 – Spectacle: Music and Public Amusements (5)
Explores the historical relationship between public amusements, music, and their impact on the changing character of leisure, and the evolving American identity.
Prerequisites: None

VII. Administrating and Advising

The minor will be administered by the Director of the Music, Media and Enterprise program and the MME steering committee. The committee will meet as necessary to review curricular proposals, petitions for exceptions, review enrollment patterns for individual courses (number enrolled and originating major), and track the effectiveness of the minor (number of completions, assessment data collection, as well as student and partner program feedback).

There is no application process for the MME Minor and the MME program requires no approval for admission. Students need only to inform their college advisor of their intentions to complete the minor. A maximum of 10 transfer hours will be permitted and overlap with the GEC will be permitted. Variations in the program will generally not be permitted. Transfer hours and program variations must be submitted in writing and approved by the MME Program Director. Students may seek guidance from the MME Program Director and affiliated faculty.

In order to graduate with a MME Minor, students must successfully complete the required and elective coursework. Upon completing the requirements, the student need only file the Music, Media, and Enterprise Minor Program Form (see below) with their own college office.

Information about the minor will be disseminated via fact-sheets and handouts distributed to advisors, departmental chairs, and chairs of undergraduate committees throughout the Colleges of the Arts and Humanities, Fisher College of Business, School of Communication, and via websites.

VIII. Arts and Sciences Minor Program guidelines

Required for graduation: No

Minimum credit hours required: 22

Transfer credit hours permitted: A maximum of 10

Overlap with GEC: Allowed

Overlap with Major: Not allowed, but:

- The required interdisciplinary component of the MME Minor will allow Music majors the opportunity to select this minor

- The same courses cannot count towards the minor and the major.

Grades required:

- Minimum C- for a course to be listed on the minor
- Minimum 2.0 cumulative point-hour ratio required for the minor
- Course work graded Pass/Non-pass cannot count on the minor

Approval required: No

Filing the Minor Program Form: The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the Minor: Any changes to the requirements must be approved by the Director of the Music, Media, and Enterprise Program and the MME Steering Committee.

IX. Program Description

The Music, Media, and Enterprise minor requires a minimum of 22 credit hours of course work. Students are required to take courses in Music, Communication, and Business and to select at least one course from outside their major. No courses may be taken for credit more than once and counted toward this minor.

X. Program Costs and Funding

All of the courses are currently being offered or are under development. Program costs are funded by the “Music Industry” Targeted Investment in Excellence grant awarded to the School of Music and College of the Arts. No new costs for the program are necessary.

XI. Facilities and Equipment Requirements

There are currently open seats in all of the courses listed in the minor. For this minor there are no facilities or equipment requirements beyond those already incorporated into the “Music Industry” TIE grant budget.

XII. Assessment Plan

Recently, the School of Music undertook a wide-ranging survey of students and faculty and staff, benchmarked its degrees, and after much discussion and reassessment, revised its core, elective, and major offerings, all of which were approved by CAA in May 2008. The MME will use the same indirect and direct measures employed in the School of Music for its major offerings. The School will use activities in support of assessment of the MME such as the following:

ASC Electronic Survey: The college curriculum committee currently reviews data produced from both the college survey questions and the major survey questions. Those answers will be made available to the MME Steering Committee for their review of the effectiveness of the offerings in the MME.

Re-Accreditation Self-Study: The School participated in an extensive self-study of all undergraduate and graduate majors in AY 2007-2008 for re-accreditation by National Association of the Schools of Music and External Program Review (see appendix “Reviews.xls”). Every ten years the School participates in self-study to review all course offerings, facilities, faculty, and its placement in the field. As a result, revision of majors usually occur.

Post-Internship Evaluations: All students who take an internship in the MME co-sponsored by the School will be required to complete a confidential evaluation of their program. The results are used to further improve the quality of our intern placement and also to strengthen the preparation of our students.

Student Evaluation of Teaching: Courses in the minor will be evaluated each quarter by the students enrolled in them. The courses use the University's SEI form and these forms are then used by the instructors to assess the effectiveness of the materials used in the course in question, as well as of the teaching in that course.

MME Director and Steering Committee: The Steering Committee will meet as necessary to review the assessment data and implement changes into the individual courses and the overall minor learning objectives.

The Ohio State University

Undergraduate Minor in Music, Media, and Enterprise

Program Approval Form

Name: _____ Date: _____

OSU E-Mail: _____ Phone: _____

Local Address: _____
Number Street Apt. #

_____ City State Zip Code

College of Enrollment: _____ Major: _____

Required Courses (14 hours)

Courses	Hours	Quarter Taken	Final Grade	Points	Exceptions	Signature (required for exceptions)
MUS 271 Introduction to Music Enterprise	4					
MUS 330 Music Production and Reception	5					
BUS MHR 290 Entrepreneurship	5					

Elective Courses (minimum of 8 hours)

The recommendation is to choose at least two courses outside the student's major.

Courses	Hours	Quarter Taken	Final Grade	Points	Exceptions	Signature (required for exceptions)
COM 101 History of Human Communication	5					
COM 604 Media Ethics	5					
COM 607 Mass Communication Law	5					
COM 613 Media Entertainment: Theory and Research	5					
COM 642 Mass Communication and Society	5					
COM 646 Media Economics	5					
COM 654 Social Implications of Communication Technology	5					
COM 666 Communication Perspectives on Contemporary Cultural Products	5					
AMIS 211 Introduction to Accounting	5					
BUS MHR 390 Personal Creativity and Innovation	5					
BUS MHR 490 Innovation and Entrepreneurship in Modern Business	5					
MUSIC 250 Music Cultures of the World	5					
MUSIC 251 The World of Classical Music	5					
MUSIC 252 History of Rock 'N' Roll	5					
MUSIC 253 Introduction to Jazz*	5					
MUSIC 348 Music on the Move in a Globalized World*	5					
*Note: Non-Music Majors must take either MUSIC 253 or 348 as an elective						
MUSIC 349 20 th Century Music	3					

MUSIC 431 Protest in American Music	5					
MUSIC 432 – Spectacle: Music and Public Amusements	5					

Total Hours Required (22): _____ Minor GPA (2.0 Minimum): _____

Appendix I. Faculty and Staff Involved in the Development of the Music, Media, and Enterprise Minor

Planning Committee:

- David Bruenger - Director, Music, Media, & Enterprise Program; Associate Professor, School of Music
- Marc Ainger – Associate Director, MME; Associate Professor, School of Music (S)M; Chair, SOM Curriculum Committee
- Rao Unnava – Associate Dean, Undergraduate Programs; Professor, Marketing and Logistics, Fisher College of Business
- Silvia Knobloch-Westerwick - Associate Professor, School of Communication, College of Social and Behavioral Sciences
- Valarie Williams – Associate Dean, College of the Arts

Concurrences solicited from the following:

- School of Communications, College of Social and Behavioral Sciences
- Fisher College of Business
- Moritz College of Law

Appendix II. Syllabi (attached)

Required:

MUS 271 Introduction to Music Enterprise
MUS 330 Music Production and Reception
BUS MHR 290 Entrepreneurship

Electives:

COM 101 History of Human Communication
COM 604 Media Ethics
COM 607 Mass Communication Law
COM 613 Media Entertainment: Theory and Research
COM 642 Mass Communication and Society
COM 646 Media Economics
COM 654 Social Implications of Communication Technology
COM 666 Communication Perspectives on Contemporary Cultural Products
AMIS 211 Introduction to Accounting
BUS MHR 390 Personal Creativity and Innovation
BUS MHR 490 New Venture Creation
MUSIC 250 Music Cultures of the World
MUSIC 251 The World of Classical Music
MUSIC 252 History of Rock 'N' Roll
MUSIC 253 Introduction to Jazz
MUSIC 348 Music on the Move in a Globalized World
MUSIC 349 20th Century Music
MUSIC 431 Protest in American Music
MUSIC 432 Spectacle: Music and Public Amusements

Appendix III. Reviews (attached)

Timeline of NAS and PR and CIDA reviews for all Arts Units

**The Ohio State University
Colleges of the Arts and Sciences
College of the Arts**

Music, Media, and Enterprise Minor (XXX, XXX)

Coordinating Advisor contact info: An Arts academic advisor or the Director of the Music, Media, and Enterprise Minor in the School of Music.

The Music, Media, and Enterprise minor requires a minimum of 22 credit hours of course work. Students are required to take courses in Music, Communication, and Business and to select at least one course from outside their major. No courses may be taken for credit more than once and counted toward this minor.

Through the MME minor, students will be able to develop a multidisciplinary perspective on the role of music in commerce, society, and society. Students gain a theoretical foundation for continuing study and research in the interrelated areas of music, communication, business, society, and culture. They will exhibit knowledge of fundamental principles relevant to professional education in business and the law and understand the practical principles and skills of musical and creative entrepreneurship. Through the MME Minor, students will be able to transcend disciplinary specialization and isolation to explore the heterogeneous complexity of music production and reception in contemporary society.

Required Courses (14 credit hours):

Students must take the following courses:

MUS 271 Introduction to Music Enterprise
MUS 330 Music Production and Reception
BUS MHR 290 Entrepreneurship

Electives (8 credit hours):

The recommendation is to choose at least two courses outside the student's major; however students must take one course outside their major.

Students should complete the remaining credit hours to total 22 hours for the minor. This may be from the courses listed below:

COM 101 History of Human Communication
COM 604 Media Ethics
COM 607 Mass Communication Law
COM 613 Media Entertainment: Theory and Research
COM 642 Mass Communication and Society
COM 646 Media Economics
COM 654 Social Implications of Communication Technology
COM 666 Communication Perspectives on Contemporary Cultural Products
AMIS 211 Introduction to Accounting
BUS MHR 390 Personal Creativity and Innovation
BUS MHR 490 New Venture Creation

MUSIC 250 Music Cultures of the World
MUSIC 251 The World of Classical Music
MUSIC 252 History of Rock 'N' Roll
MUSIC 253 Introduction to Jazz
MUSIC 348 Music on the Move in a Globalized World
MUSIC 349 20th Century Music
MUSIC 431 Protest in American Music
MUSIC 432 Spectacle: Music and Public Amusements

Music, Media, and Enterprise minor program guidelines

The following guidelines govern this minor.

Required for graduation No

Credit hours required A minimum of 22

Transfer credit hours allowed A maximum of 10

Overlap with the GEC Permitted

Overlap with the major No courses may count on the minor and on the major.

Overlap between minors Each minor completed must contain 20 unique hours.

Grades required

- Minimum C- for a course to be counted on the minor.
- Minimum 2.00 cumulative point-hour ratio required for the minor.
- Course work graded Pass/Non-Pass cannot count on the minor.

Approval required No

Filing the minor program form The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the minor Any changes to the requirements must be approved by the Director of the Music, Media, and Enterprise Program and the MME Steering Committee.

Arts and Sciences Curriculum Office <http://artsandsciences.osu.edu>
The Ohio State University
4187 Smith Lab. VLW 4/13/09