

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: Spring 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

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

- Transdisciplinary perspective on music in commerce and culture
- Theoretical foundation for continuing study and research in the interrelated areas of music, communication, business, and culture
- Knowledge of fundamental principles relevant to professional education in business and the law
- Practical understanding of the 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, popular 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, 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 Arts Policy and Administration is a graduate program 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 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. Additionally, interest may come from students in Film Studies, Popular Culture, Economics, Social Sciences, and Humanities.

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 providing 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 form the first cohort of the minor program.

V. Degree Requirements/Curriculum

This 27 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 27 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, and culture. 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

Non-Music Majors Must Also Choose One Of The Following:

(5 hours)

- 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

- **MUSIC 253 Introduction to Jazz (5)**
A study of the characteristics, styles, and structure of jazz; jazz performers.
Prerequisites: None

Elective Courses

(Minimum of 8 hours (for non-Music majors) or 13 hours (for music majors). Must include at least two courses outside the 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
- **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 interdisciplinary 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, 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. 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 College of the Arts, and Arts and Sciences websites.

VIII. Arts and Sciences Minor Program guidelines

Required for graduation: No

Minimum credit hours required: 27

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 in conjunction with the Curricular Dean in the College of Arts and Sciences.

Combining Music Minors: Students may earn both MME and Music minors providing the requirements for both minors are met and that there are at least 5 unduplicated elective hours.

IX. Program Description

The Music, Media, and Enterprise minor requires a minimum of 27 credit hours of course work. Students are required to take courses in Music and Business and to select electives from Communication, Music, and/or business as listed. Students must select at least two electives 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 will be funded as part of the "Music Industry" Targeted Investment in Excellence awarded to the School of Music and College of the Arts. No new expenses for the program are anticipated.

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.

**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)

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					

Non-Music Majors Choose One (5):

MUSIC 253 Introduction to Jazz	5					
MUSIC 348 Music on the Move in a Globalized World	5					

Elective Courses

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	5					

and Roll						
MUSIC 253 Introduction to Jazz	5					
MUSIC 348 Music on the Move in a Globalized World	5					
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 (27): _____ Minor GPA (2.0 Minimum): _____

Authorized Signature: _____ Date: _____

Name _____ Phone: _____

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

Concurrences solicited from the following:

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

Appendix II. Syllabi (attached)

Required:

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

Required Choice of One (for Non-Music Majors):

MUSIC 253 Introduction to Jazz
MUSIC 348 Music on the Move in a Globalized World

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 349 20th Century Music
MUSIC 431 Protest in American Music
MUSIC 432 Spectacle: Music and Public Amusements