MUSIC/MANAGEMENT
(MUMG)

MUMG 100  Introduction to the Fine and Performing Arts  (3 credits)
Restriction(s): Music major status; others by departmental approval.
An examination of basic aspects and procedures of the music industry,
including copyright, publishing, performing rights, production and
recording, marketing, and merchandising. Special attention will be paid
to current trends and technological developments. Open to music majors
only; others by departmental approval.

MUMG 499  Independent Study in Arts Management  (1-4 credits)
Prerequisite(s): John J Cali School of Music approval. Special project in
arts management. May be repeated once for a maximum of 4 credits.

MUMG 501  Performance Entrepreneurship  (3 credits)
An examination of what successful musicians need to know to
develop career performance opportunities. Topics include contracts,
incorporation, non#profit status (501c3), grant writing, tax rules
and documents, working with presenters/managers, marketing,
appropriateness of music for specific audiences, use of the internet and
social media for promotion. Students will develop a plan for concert
presentation in the community, share the video performance of the
community concert, and write a paper that discusses the challenges and
successes of their experiences presenting the community concert.