

## DEGREES & CERTIFICATES

### COMMERCIAL MUSIC: MUSIC BUSINESS CERTIFICATE OF ACHIEVEMENT (CA)

#### About the Program

This program is designed for students who wish to learn or enhance their skills in the music business and become prepared for a career in music business. Students will gain a solid foundation in essential areas such as music theory, promotion, publishing, marketing, licensing, contracts, accounting, music technology, and entrepreneurship.

#### Program Goals and Objectives

The Certificate of Achievement in Commercial Music: Music Business is a Career Technical Education program designed to prepare students to work in Music Business related careers. Students that complete the program will have developed expertise in areas such as marketing, promotion, publishing, music production, and licensing, and will be equipped to enter the music business work force.

#### Career Opportunities

Typical career options include booking agent, personal manager, business manager, concert promotion, studio owner/manager, music legal services, publicity writer/ public relations, tour management, music retail, music publishing and distribution, and music licensing.

#### Program Outcomes

- Upon completion of the Certificate of Achievement in Commercial Music: Music Business, students are able to analyze and evaluate standard contracts and legal procedures in the music industry.
- Upon completion of the Certificate of Achievement in Commercial Music: Music Business, students are able to develop a variety of approaches for marketing and promoting musical ensembles.
- Upon completion of the Certificate of Achievement in Commercial Music: Music Business, students are able to develop strategies to solve challenges of self employment in the music industry.

#### Required Core: (12 Units)

MUS 4 Jazz in American Culture.....	3
MUS 5 American Cultures in Music.....	3
MUS 6 Basic Music Skills.....	2
MUS 21A Beginning Piano.....	1
MUS 37 Music Business.....	3

#### List A: Select One (3 Units)

MUS 1 Introduction to Music.....	3
MUS 19 Studies in Music Composition.....	3
MUS 35 Introduction to Music Technology.....	3

#### List B: Select One (3 Units)

BUSN 40 Introduction to Business.....	3
BUSN 58 Small Business Management.....	3

#### List C: Select One (3 Units)

MKTG 50 Introduction to Marketing.....	3
MKTG 61 Professional Selling.....	3