

Bachelors of University Studies in Music Business and Technology

Brian P.

Address

Phone Number

Student ID Number

E-mail Address

Dr. Mike C.

Title

Academic Department

Campus Address

Campus Phone Number

E-mail Address

Throughout history, music and has changed tremendously. Due to expanding technology in the past one hundred years, music has gone from the musician to the listener at a faster rate and produced with greater quality. Since the early 1900s, we've even been able to record music to sell to consumers. In the 1950s when transportation improved, music started to go on tour and traveled farther and faster. Today, artists and musicians travel internationally. In the 1980s when satellite TV became wide spread, it made it possible for music to be broadcasted right into the viewer's home. When the Internet grew to be popular, this technology made it possible for *any* kind of music to be sold in seconds to anyone in the world. In the last decade when social media grew to be the hit it is now, it enabled the consumer to be selective and the artists to market their music at almost no cost. Large record labels have even changed their business practices and downsized their personnel since the 1990s. These changes were due to artist self-promoting themselves without the aid of a large corporation.

As I have advanced in my education in music, I've learned that there is more to the field of music than what most educational institutions are teaching at this time. At most universities students learn to play an instrument in order to apply for a symphonic job. There's nothing wrong with this method but unfortunately, these symphonic jobs are very rare and when open they are extremely difficult to obtain due to the amount of competition in that field of music. Today, artists are now expressing and/or recording themselves and selling their music through the internet to promote their concerts and music. Record labels have created a well-oiled machine that promotes artists to help them connect to their target audience. Artists and tour managers are needed to help the musicians be successful on the road. Dozens of jobs, like these in the field of music exists, but students in most universities are graduating and stepping into a world unsure of how to successfully find and keep these jobs. Most college music majors are unaware of how to hold a career in music. These students don't fully understand that a music career is entrepreneurial in nature and are unaware of the opportunities available to them and how to obtain these opportunities.

I am interested in studying music at the University of Utah because I believe the instructors are some of the best in the nation. I chose Salt Lake City, Utah because the community holds some of the nation's most well-known recourses in music and art. My goal is to obtain the ability to make a true living in music. I believe the best way to achieve this objective is to study current events in music and current techniques and skills in use. In my experience in entertainment, music does not just consist of playing an instrument or family of instruments well. It is also important to be able to communicate, market, and manage your craft in an entrepreneurial environment. I believe the University of Utah doesn't offer the students the ability to meet those takes with any current degree that the university offers. In the future, I would like to be able to open a music venue, manage concert events and even get involved in other projects with artists that I may encounter in the coming years.

Under the music department, I will use basic music classes to create a foundation of basic music skills that are needed to be successful. I will also use the music department for the recording and technology classes and internships. The theater department will provide classes for stage management, lighting and

internships in those prospective fields. The business department will provide basic entrepreneurial curriculum and internships in business management.

For my thesis project, I plan on creating a CD of a variety of artists and performers on and off campus at the University of Utah. The CD release will have a high standard and will be created as if the release would be ready to be printed and sold in stores. However, if not enough volunteers are found to help with the project, I will produce a CD for one artist or a CD of my own work.

The thesis project will include a production budget, if needed, and professional packaging and pictures of the artists and performers on the CD. To save costs on production, I would use university equipment and tools. I would also recruit University of Utah students to take pictures and graphic artists on campus to edit the photos on the CD cover. If possible, I would bar code and package the CD and make it available for print if the artist or performers choose to distribute the recordings.

In conclusion, I truly believe that a degree in Music Business and Technology would help enable me, as well as other students; to achieve these's before mentioned goals. I would appreciate your consideration in the development of this curriculum.

CORE DEGREE COURSES

MUSC	1000	Concert Attendance	Music	0.5	+	
MUSC	1000	Concert Attendance	Music	0.5	IP	
MUSC	1000	Concert Attendance	Music	0.5		
MUSC	1000	Concert Attendance	Music	0.5		
MUSC	1110	Music Theory I	Music	3	+	
MUSC	1120	Music theory II	Music	3	IP	
MUSC	1150	Keyboard I	Music	1	+	
MUSC	1140	Musicianship	Music	1	+	
MUSC	1140	Musicianship II	Music	1	IP	
MUSC	1994	Private Lessens I	Music	1	+	
MUSC	1994	Private Lessens I	Music	1	IP	
MUSC	2944	Private Lessens II	Music	1		
MUSC	2944	Private Lessens II	Music	1		
MUSC	4xxx	Ensemble	Music	3	+	(MUSC 4450 Marching Band)
MUSC	4xxx	Ensemble	Music	3	IP	(MUSC 4440 Univ Campus Symphony)
MUSC	4xxx	Ensemble	Music	1	IP	(MUSC 4455 Pep Band)
MUSC	4xxx	Ensemble	Music	3		
MUSC	4xxx	Ensemble	Music	3		
MUSC	4xxx	Ensemble	Music	3		
MUSC	4xxx	Ensemble	Music	3		
MUSC	4xxx	Ensemble	Music	3		
MUSC	1350	Music Tech(Logic)	Music	3		
PHYS	1330	Physics of Sound and Audio	Physics	3		
THEA	2170	Lighting I	Theater	3		
THEA	4490	Lighting II	Theater	3		
THEA	3600	Stage Management	Theater	3		
MKTG	4700	Entrepreneurial Marketing	Business	3		
MGT	5770	Business Plan Development	Business	3		
Finn	5300	New Venture Finance	Business	3		
MGT	3700	Foundations of Entrepreneurship	Business	3		
	3xxx	Internship(lightning)	Theater?	6		
	3xxx	Internship(Mgt)	Business?	6		
	3xxx	Internship(Recording)	Music?	6		
	3xxx	Internship(sound)	Theater?	6		
		Total Major Credit hours:		85		
		Total number of hours at the 4000 level or above:		25		