

Music Business and Technology Certificate

Certificate

Students who have declared any major at Converse may enroll in the program. The certificate requires a total of 18 credits.

Requirements

These three courses are required.

Item #	Title	Credits
MUB 101	INTRODUCTION TO MUSIC BUSINESS	3
MUB 102	MUSIC BUSINESS AND TECHNOLOGY PRACTICUM	1
ATM 255	CREATING YOUR BRAND	3
Sub-Total Credits		7

Supervised Professional Internship

Choose from one of these options.

Item #	Title	Credits
ATA 465	PROFESSIONAL INTERNSHIP IN ARTS ADMINISTRATION	3
MUB 301	MUSIC BUSINESS INTERNSHIP	1-6
MMD 450	MUSIC MEDIA INTERNSHIP	1-6
Sub-Total Credits		3

Coursework Selection

The remaining credits should be chosen from these courses to total 18 credits.

MEN 115 may be taken only once.

Item #	Title	Credits
ACC 211	ACCOUNTING PRINCIPLES I	3
ART 124	GRAPHIC DESIGN I	3
ATA 265	ARTS ADMINISTRATION AND ORGANIZATIONAL STRUCTURE	3
ATA 365	ARTS LEADERSHIP AND PROGRAM DEVELOPMENT	3
BAD 340	MARKETING PRINCIPLES	3
BAD 345	INTEGRATED MARKETING COMMUNICATIONS	3
BAD 351	AMERICAN LEGAL SYSTEM AND CONTRACTS	3
ECN 201	MICROECONOMIC PRINCIPLES	3
MEN 115	CREATIVE MUSIC ENSEMBLE	8
MMD 301	SYNTHESIZERS MIDI AND SEQUENCING	3
MMD 303	ELECTRONIC MUSIC FOR VIDEO AND PERFORMANCE	3
MMD 311	RECORDING AND SOUND REINFORCEMENT	3
MUB 103	MUSIC CONCERT PROMOTION AND VENUE MANAGEMENT	3-3
Sub-Total Credits		9
Total Credits		18