

MUB 103 : MUSIC CONCERT PROMOTION AND VENUE MANAGEMENT

This course provides a basic and detailed understanding of the concert/touring/live music segment of the industry. With behind-the-scenes examination of concert venue management and concert promotion, students will learn in depth day to day venue operation including small business demands and responsibilities, especially as they relate to the music business. Students will also gain some competence in concert promotion, from buying talent to show promotion and production. This course fulfills an elective requirement as part of the Music Business and Technology Certificate Program. Non-certificate program students may enroll for elective credit.

3.000-3

Admission to the Music Business and Technology Certificate Program or permission of the instructor.

Music Business

Elective credit.