

MUSIC INDUSTRY AND SOCIETY (B.A.)

The Bachelor of Arts in Music Industry and Society combines the study of music industry practice and theory alongside the study of music as an academic subject and interdisciplinary investigations of community and social life. In addition to a deep understanding of the music industry, it builds a background in sociology and anthropology in the degree, augmented by a wide array of elective areas that enable in-depth investigation of related fields such as law, technology, arts management, music management, social theory, and more.

Candidates for this degree must complete a minimum of 120 credits including satisfaction of the University General Education requirements (<https://bulletins.wayne.edu/undergraduate/general-information/general-education/>), College degree requirements (<https://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/bachelors-requirements-fine-performing-communication-arts/>), and Bachelor of Arts curriculum requirements listed below.

Thirty-four credits of General Education are required, inclusive of those embedded in other sections of the program.

Music Studies Core (18 credits)

Code	Title	Credits
Music Studies Core		
MUA 2500	Music Technology	3
MUH 1340	Music Appreciation: World Music	3
MUH 1370	Music Appreciation: Beginnings to the Present	3
MUT 1100	Introduction to Music Theory (or 3 credits of alternative MUT coursework by petition)	3
Select one of the following:		3
MUH 1350	History of American Popular Music	
MUH 1351	History and Styles of Rock and Roll	
MUH 1360	Women, Music, and Culture: Global, National & Regional Narratives	
MUH 2210	African American Music History: A Detroit Perspective	
Select one of the following:		3
MUH 3360	Jazz History (or other 3000-level and above MUH courses by petition)	

Music and Industry Core (20 credits)

Code	Title	Credits
FIN 1200	Personal Finance Planning	3
BLW 2510	Business Law I	3
MUA 2400	Survey of the Music Business and Labor	3
MUA 2510	Studio Recording Techniques	2
MUA 3500	Music IP and Stakeholders	3
Select two of the following:		6
MUA 4000	Marketing and Artist Management in Music	
MUA 4500	Music Entrepreneurship and Leadership	
MUA 5800	Strategy and Organization in Music	
MUA 5950	Special Topics in Music Industry & Technology	

Social Science and Social Theory Core (20 credits)

Code	Title	Credits
ECO 2010	Principles of Microeconomics	4
ECO 2020	Principles of Macroeconomics	4
Select one of the following:		3
SOC 1010	Understanding Human Society	
SOC 1020	Social Problems	
Select one of the following:		3
ANT 1100	Introduction to Anthropology	
ANT 2020	Global Detroit	
ELR 2500	Introduction to Labor Studies	
Select two of the following:		6
AFS 2600	Race and Racism in America	
ANT 2050	Anthropology of Business	
ANT 3100	World Cultures	
ANT 3111	Digital Storytelling and Ethnic Detroit	
ANT 3333	Introduction to Sociocultural Anthropology	
ANT 3700	Globalization: Theories, Practices, Implications	
ELR 4100	Labor Through the Arts	
LEX 5000	Law in Social Context	
SOC 2202	Gendered Worlds	
SOC 2206	Political Sociology	
SOC 2207	Sociology of Development	
SOC 2300	Social Inequality	
SOC 4201	Seminar in Race and Ethnicity	
SOC 4202	Seminar in the Sociology of Gender	
US 2000	Introduction to Urban Studies	

Capstone Requirement (2 credits)

Code	Title	Credits
MUA 4990	BA Project	2

Elective Tracks (24 or more credits)

Students must select courses to fulfill two "tracks" of electives from the lists below to complete the degree. Courses used to fulfill a core requirement above may not also count toward an elective track requirement. There are five track options available: A. Music Technology and Music Industry, B. Performing Arts Management and Practice, C. New Media and Business Communication, D. Minor in Business Administration (embedded), and E. Minor in Entrepreneurship and Innovation (embedded).

Code	Title	Credits
Track A: Music Technology and Music Industry (Select 12 or more credits)		
MUA 2530	Electronic Music Synthesis	
MUA 3510	Mixing and Mastering	
MUA 3530	Advanced Music Synthesis	
MUA 3550	Advanced Studio Techniques	
MUA 3990	Directed Study	
MUA 4000	Marketing and Artist Management in Music	
MUA 4020	Theories of Electronic Music	
MUA 4030	Sound Design for Visual Media	
MUA 4040	Electroacoustic Music	
MUA 4500	Music Entrepreneurship and Leadership	

MUA 4620	Music Business Internship
MUA 5800	Strategy and Organization in Music
MUA 5900	Music Industry Seminar
MUA 5950	Special Topics in Music Industry & Technology
FPC 5660	Creativity

Track B: Performing Arts Management and Practice (Select 12 or more credits)

ELR 4100	Labor Through the Arts
THR 1010	Introduction to the Theatre
THR 2585	Theatre Studio - Theatre Management
THR 2611	Stage Management
THR 3301	Design Skills - Drafting I
THR 3341	Design Skills - Digital I
THR 3601	Stage Management Studio - Principles
THR 3605	Stage Management Studio - Health and Safety
THR 3585	Advanced Theatre Studio - Theatre Management
THR 3671	Theatre Management: Marketing and Public Relations
THR 3675	Theatre Management: Marketing Design and Layout
THR 3681	Theatre Management: Patron Services and Development
THR 4331	Entertainment Design - Lighting II
THR 4335	Entertainment Design - Lighting III
THR 4342	Design Skills - Digital II
THR 4371	Entertainment Design - Projection Design
THR 5331	Entertainment Design - Lighting I

Track C: New Media and Business Communication (Select 12 or more credits)

COM 2210	Media Writing and Storytelling
COM 2280	Visual Communication & Content Creation
COM 2290	Fundamentals of New Media Communication
COM 2310	Introduction to Web Design
COM 3250	Organizational Communication
COM 4140	Popular and Celebrity Culture
COM 4500	Leadership Communication
COM 4680	WAYN Radio and Podcasting
ELR 3220	Labor in Media and Popular Culture

Track D: Business Management (Select 12 or more credits)

ACC 3010	Introduction to Financial Accounting
TIS 1500	Business Tools and Applications
TIS 2300	Quantitative Methods I: Probability and Statistical Inference
EI 5000	Introduction to Entrepreneurship and Innovation
FIN 3290	Business Finance
GSC 3600	Operations and Supply Chain Management
GSC 5300	Manufacturing and Supply Chain Analytics

Track E: Self-Designed Focus (Select 12 or more credits)

Students may work with the program coordinator to design their own focus area.

Free Electives (Up to 14 credits)