



**MEMORANDUM**

**To:** Julio Frenk  
University President

**From:** Linda L. Neider  
Chair, Faculty Senate

**Date:** November 19, 2020

**Subject:** Faculty Senate Legislation #2020-18(B) – Revise the (Traditional) Program Name and Curriculum in the Master of Music (MM) Business and Entertainment Industries TO the Master of Arts (MA) in Music Industry, Frost School of Music

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The Faculty Senate, at its November 18, 2020 meeting, had no objections to the proposal of the Frost School of Music request to revise the (traditional) program name and curriculum in the Master of Music (MM) Business and Entertainment Industries TO the Master of Arts (MA) in Music Industry. This program ensures student engagement in professional practice and training through applied coursework, in which students complete multiple projects that are simulation of activities at a recording company. Students may also choose an industry practicum as a capstone experience. The name change more accurately reflects the nature of the degree and the guidelines for the National Association of Schools of Music.

The proposal is enclosed for your reference.


This legislation is now forwarded to you for your action.

LLN/rh

cc: Jeffrey Duerk, Executive Vice President and Provost  
Guillermo Prado, Dean, Graduate School  
Shelton Berg, Dean, Frost School of Music  
Shannon de l’Etoile, Assoc. Dean, Graduate Studies, Frost School of Music  
Serona Elton, Program Director, Music Business and Entertainment Industries

**CAPSULE:** Faculty Senate Legislation #2020-18(B) – Revise the (Traditional) Program Name and Curriculum in the Master of Music (MM) Business and Entertainment Industries TO the Master of Arts (MA) in Music Industry, Frost School of Music

**PRESIDENT’S RESPONSE**

APPROVED:  DATE: 1/22/21  
(President’s Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Guillermo Prado, Graduate School  
Dean Shelton Berg, Frost School of Music

— (pending any additional approval by the Board of Trustees)

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY

NOT APPROVED AND REFERRED TO: \_\_\_\_\_

REMARKS (IF NOT APPROVED): \_\_\_\_\_

# Program Change Request

Date Submitted: 10/06/20 5:08 pm

Viewing: **M.A. ~~M.M.~~ in Music Industry Business and Entertainment Industries : MBEI\_MM**

Last approved: 09/04/20 2:34 pm

Last edit: 10/07/20 9:39 am

Changes proposed by: Manuel Santana (m.santana4)

Catalog Pages Using  
this Program

[M.M. in Music Business and Entertainment Industries](#)

## In Workflow

1. PG University Accreditation
2. PG MU Dean
3. PG GR School
4. PG Graduate Council
5. PG GR Dean
6. PG FS Office for GWC
7. PG FS GWC
8. PG Faculty Senate
9. PG FS Office for President
10. PG Registrar

## Approval Path

1. 10/06/20 5:05 pm  
Jenny Vargas  
(j.zwanziger):  
Rollback to Initiator
2. 10/09/20 9:22 am  
Patty Murphy  
(pxm491): Approved  
for PG University  
Accreditation
3. 10/09/20 10:00 am  
Shelton Berg  
(s.berg): Approved  
for PG MU Dean
4. 10/09/20 12:06 pm  
Tiffany Plantan  
(tplantan):  
Approved for PG GR  
School

5. 10/20/20 4:56 pm  
Tiffany Plantan  
(tplantan):  
Approved for PG  
Graduate Council
6. 10/28/20 6:49 pm  
Guillermo Prado  
(gprado): Approved  
for PG GR Dean

## History

1. Sep 4, 2020 by  
Manuel Santana  
(m.santana4)

*Please list the authors of this proposal including name, rank/title, program/department, and school.*

### Proposer(s) Name

Serona Elton,  
Program Director for Music Business and Entertainment Industries

Change Type            All Other Changes

Provide a brief  
summary of the  
change

Changing the following areas:

- Name of the degree
- Degree type
- Curriculum

Career                    Graduate

### Academic Structure

School/ College	Department
Frost School of Music	Music,Media & Industry

Plan Type                Major and/or Degree

Degree Type            Master's

Degree Name Master of **Arts Music**

Proposed Plan Code MIND\_MA

Plan Name **M.A. M.M.**in Music **Industry Business and Entertainment Industries**

Will there be any subcomponents within the program such as concentrations, specializations, thesis/non-thesis options, or tracks?

No

Effective Term Fall 2021

First Term Valid Spring 2021

Program Instruction Mode In Person

Where is the program offered?

Location	Please provide the % of instruction at each location.
Coral Gables Campus	100

Program Length (Years) 2

Total Credits 30

## To Be Published in the Academic Bulletin

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Program Overview

## Overview

In today's fast changing, multi-billion dollar international music and entertainment industries, there are more record labels, publishers, media companies, distributors, retailers, and product manufacturers actively promoting the sale and use of music than ever before. As the market for music shifts away from physical products and traditional methods to digital online and mobile, a greater number of competent, highly-skilled executives and entrepreneurs will be needed to meet the specialized demands of the new music industry. Since 1964, the Music **Industry Business and Entertainment Industries** program has been at the forefront of music **industry business** education. **This The MBEI** program has been carefully designed to prepare qualified **music-business** students for these emerging opportunities.

Our graduate program, where students earn a Master of **Arts, Music**, focuses primarily on music **industry business** courses, with the opportunity to pursue additional coursework in both the **Miami Herbert School of Business School** and School of Communications. We also offer the only joint degree Juris Doctor (J.D.) and Master of **Arts Music** in Music **Industry. Business and Entertainment Industries (M.M.)**. For more information, please visit the website for the [Music Industry Business program](#).

## Program Mission Statement

# Mission

The mission of the Music **Industry Business and Entertainment Industries** Program is to prepare students for careers in the music **industry business** profession, specifically in the areas involving music publishing, the record business, music distribution, music copyright and music licensing. This is accomplished through courses focused on these topics.

## Program Goals

# Goals

Students in the Master of **Arts Music** in Music **Industry Business and Entertainment Industries** degree program have a passion for music and business and want to pursue careers which combine the two. They come to the Frost School of Music to be with others from across the country who have similar interests and to prepare for a professional career in the music **industry business** through study with members of our renowned faculty. Coursework, extra-curricular participation, and internships are vital components of the degree program. The program is interdisciplinary in nature with emphasis placed upon courses in music business, music, and business. Majors study music business topics such as copyright, music publishing, record companies, entertainment contracts, music licensing, touring, and music marketing, as well as others. Students are also able to take several graduate courses offered outside of the Music **Industry Business and Entertainment Industries** program as electives, such as courses in our Arts Presenting and Live Entertainment Management program and courses offered in the **Miami** Herbert Business School or School of Communication.

## Student Learning Outcomes

# Student Learning Outcomes

Students will demonstrate knowledge of the fundamentals of the music publishing industry, including music licensing, royalties, publishing agreements, and how a song catalog is commercially exploited.

Students will demonstrate knowledge of the fundamentals of the recorded music industry, including how content is created, distributed, and marketed, and how recording agreements are structured.

Students will demonstrate knowledge of the fundamentals of music copyright and music licensing, including how it applies to musical works and sound recordings, copyright infringement, the length of copyright protection, and international treatment of music copyrights.

## Curriculum Requirements

# Curriculum Requirements

## Major Area

<b>MMI 637</b>	<b>Recorded Music Operations</b>	<b>3</b>
<u>MMI 673</u>	Music Publishing	3
<u>MMI 750</u>	Music Business Agreements (To be renamed: Music Industry Agreements)	3
<del>MMI 752</del>	<del>Music Licensing</del>	<del>3</del>
<u>MMI 774</u>	Music Copyright Law	3
Electives		
Select 9 credit hours of approved Graduate Course Electives		9
Approved MMI Electives		6
Final Project		
Choose from:		3
<u>MMI 802</u>	Music Business Internship (To be renamed: Music Industry Practicum)	
MMI Elective		
Cumulative Exit Exam		
Total Credit Hours		30

Plan of Study

# Plan of Study

## Plan of Study Grid

Year One

Fall	Credit Hours
<a href="#">MMI 774</a> Music Copyright Law	3
<a href="#">MMI 673</a> Music Publishing	3
<del>MMI 738 Legal Aspects of the Live Entertainment Industry (or approved graduate course elective)</del>	<del>3</del>
<b>General Elective</b>	<b>3</b>
Credit Hours	9

Spring

<del>MMI 752 Music Licensing</del>	<del>3</del>
<b>MMI 637 Recorded Music Operations</b>	<b>3</b>
<a href="#">MMI 750</a> Music Business Agreements	3
General Elective	3
Credit Hours	9

Year Two

Fall	
MMI Elective	3
MMI Elective	3
General Elective	3
Credit Hours	9

Spring

<a href="#">MMI 802</a> Music Business Internship (or MMI Elective)	3
<b>Cumulative Exit Exam</b>	
Credit Hours	3
Total Credit Hours	30

\* This is a suggested Plan of Study. Your actual course sequence may vary depending on your previous academic experience as well as current course offerings. Students should meet with their academic advisor each semester to determine the appropriate course selection.

Admission Requirements

# Admission Requirements

## On-Campus Programs

The application priority deadline is December 1st.



The supplemental materials deadline is January 1st.

[Please click here](#) for special deadlines related to our Arts Presenting, Media Writing, Music Business, and Music Engineering programs

**APPLY NOW**

## Step 1 - Apply

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Apply online through [CollegeNET](#)

Upload a prescreening (if applicable) through [SlideRoom](#) – check the [Audition/Portfolio Requirements](#) page for specific information

## Step 2 - Submit Supplemental Materials

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All supplemental materials must be submitted either via email to [fsom.graddocs@miami.edu](mailto:fsom.graddocs@miami.edu) or via US Mail to PO Box 248165, Coral Gables, FL 33124.

Required for all applicants:

Transcripts – an official transcript from ALL post-secondary schools attended, regardless of if a degree was granted or not, must be sent directly to the Frost School of Music from the issuing institution in order to be considered official

Applicants with international transcripts, please [click here](#) for specific instructions about approved evaluation services

An official transcript is required for every school attended, even if it was only a single class

Current University of Miami students applying to a new degree program must provide an official University of Miami transcript

Three letters of recommendation - sent through CollegeNet as part of application submission. These do not need to be sent separately

Resume - attached to the application at the time of submission. This does not need to be sent separately

The following supplemental materials may be required for some applicants:

GRE Score - Please contact your [program faculty](#) for specific GRE information

[TOEFL/IELTS Score](#) - Please click here for more specific TOEFL/IELTS information

Teaching/Conducting Sample

Writing Sample

Prescreening/Audition/Interview

Portfolio

Not all supplemental materials are required for all degree programs. Please see the [Degree Program Requirements](#) for specific requirements.

For information regarding specific program requirements, please see [Application & Program Requirements](#).

Applicants are responsible for tracking the status of their application materials and should do so on [CaneLink](#).

Please allow at least two weeks for documents to be processed and marked as complete. If you are unable to access your CaneLink account, please check the [CaneLink FAQ](#).

## Step 3 - Audition/Interview/Upload Portfolio

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Audition - If your program requires an audition, you will be contacted after the December 1st deadline to schedule a date. All performance programs require a prescreening and invitations to audition will be extended to those applicants approved by faculty review. Check the [Audition/Portfolio Requirements](#) page for specific requirements. Do not make travel plans until you receive a confirmation email from Frost Admissions.

Interview - If your program requires an interview, you will be contacted by department faculty to schedule a date.

Portfolio - If your program requires a portfolio, please upload it through [SlideRoom](#). Check the [Audition/Portfolio Requirements](#) page for specific requirements.

### **Music, Media, & Industry Application Deadlines**

If you are applying to Music Business & Entertainment Industries, Arts Presenting & Live Entertainment Management, JD/MM, or JD/MA programs, the following deadlines apply:

December 1 - International applicants and priority domestic applicants

April 1 - All JD/MM and JD/MA applicants

June 1 - Final application and supplemental materials deadline for domestic applicants

If you are applying to Music Engineering Technology or Media Writing and Production, the following deadlines apply:

December 1 - International applicants and priority domestic applicants

February 1 - Priority portfolio deadline

April 1 - Final application and portfolio deadline - all applications/supplemental materials/portfolios are due by this date

### **International Applicants**

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TOEFL/IELTS - Test scores are required for international applicants whose native language is not English and who have not received a degree from an accredited English-speaking institution. Additional information can be found under [International Applicants](#).

Applicants must submit a copy of their passport before a decision can be made. The name on your passport must match the name with which you apply.

If accepted, you will be contacted by the Office of Admission to submit documentation of financial responsibility.

#### **Documents Required**

Submit the following educational documents to an approved international credentialing evaluation service:

- a) Official original diplomas and certificates in the original language, and
- b) Official original transcripts in the original language (names of courses, grades, and hours of instruction) for every year of study.

Documents in a language other than English must be accompanied by professional, certified English translations. Translations supplement but do not replace, the official documents.

#### **Type of Evaluation Required**

The Frost School of Music is requiring international applicants to their programs to complete a course-by-course evaluation with GPA.

#### **Where to Submit Documents for Evaluation**

Josef Silny & Associates (JS&A), Inc. International Education Consultants, is the preferred evaluation service for international applicants to the University of Miami due to their competitive prices and high-quality service. [Click](#)

[here](#) for more information, including the [Application for Evaluation of Foreign Educational Credentials](#).

World Education Services (WES) is the second preferred evaluation service for international applicants to the University of Miami. [Click here](#) for more information, including the [Application for Evaluation of Foreign Educational Credentials](#).

Please note that international applicants are not required to use the services of JS&A or WES exclusively, but the University of Miami requires that an international credential evaluation must be done by one of the approved evaluation vendors found on [this list](#).

## Evaluation Fee

Applicants are responsible for the evaluation fee.

## Submission of Evaluation

The evaluation vendor is required to send all official copies of related documents to:

Frost School of Music

PO Box 248165

Coral Gables, FL 33124-7610

or electronically to:

[fsom.graddocs@miami.edu](mailto:fsom.graddocs@miami.edu)

Please click [here](#) for additional details

Applicants who are applying with a current degree in progress will be required to have their final transcripts and diploma evaluated upon arrival at the Frost School. If applicants use Josef Silny for the initial evaluation, the Frost School will cover the evaluation. If applicants choose a different vendor, they will be responsible for the cost of the re-evaluation.

## Decisions

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Students are recommended for admission to the Frost School of Music by the faculty and admission committees. Final acceptance to the Graduate program is made after all materials requested by the Frost School of Music have been received and evaluated. Scholarships and/or Assistantships are awarded based on faculty recommendation. Admission decisions are sent out starting in late March.

## Application Guidelines

Applications are accepted for the fall term only

Applications are accepted for only one degree program

Graduate applicants must have a minimum of a 3.0 cumulative GPA for consideration

Applicants must be in-progress toward completing or have earned the appropriate prior music degree(s) from a regionally accredited institution in order to apply for a graduate level music program. If you are accepted and decide to attend the Frost School, you will be required to provide a final transcript showing a conferred degree. The MM in Music Business & Entertainment Industries and the MA in Arts Presenting & Live Entertainment Management do not require prior music degrees. The MS in Music Engineering Technology is open to students who have completed an undergraduate degree in an appropriate engineering/science field.

Current University of Miami students applying to a new degree program must provide an official University of Miami transcript

Materials submitted in support of an application cannot be released for other purposes nor returned to the applicant

For information on where to submit supplemental materials, please see our [Contact Information](#)

## Rationale

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### Rationale

#### 1a. Change the name of the degree to **Music Industry**.

- The current title includes the word “Entertainment”, which is not truly indicative of what is taught in the curriculum. The word should be removed. Other areas of entertainment, such as the film, tv, video game industries, etc. are not explored in the curriculum, nor would they be without additional investments in faculty and course development.
- The current title includes the word “Business”, which potentially violates accreditation standards applying to business schools. While we are equally fine with Music Business or Music Industry, changing the wording to Industry avoids having to address this issue in the future, should it arise.

#### 1b. Change the degree from a Master of Music to a **Master of Arts**

- The current program has just barely enough music in it to be a Master of Music. Students do not have to be musicians in order to be accepted in or complete the program. Having the degree be remain an MM is misleading and may lead applicants to assume that they have to be musicians before reading further in our materials/website to discover that they do not.
- Our competitor programs are generally MAs (Berklee, NYU), MSs (USC) or MBAs (Belmont, MTSU, William Patterson Univ). An employer seeing an MM on a student’s resume will likely assume that the degree has music (either creating or performing) at its core, whereas an MA, MS, or MBA imply that the major, i.e. music business, is at the core of the degree.

#### 1c. Change which courses are **Required**

- We want to require MMI 637 Recorded Music Operations. Currently, this is an elective, and we do not feel anyone should graduate with a master’s degree in music industry without understanding how the record business works.
- We want to require MMI 750 Music Business Agreements. Today students have a choice between this course and MMI 738 Legal Aspects of the Live Entertainment Industry. Students who are taking MMI 738 are missing out on understanding critical music industry agreements. MMI 738 will remain as an elective that students can take if they want to.
- We want to change MMI 752 Music Licensing from a required course to an elective course. We feel that diving this deeply into music licensing is not something that all of our students need to do. All students already get some foundational music licensing exposure in their music copyright, music publishing, and recorded music operations courses. This course is an appropriate elective for the segment of our students who intend to go into this area of the industry.

#### **Course title changes:**

##### Current Title

MMI 750 Music Business Agreement

MMI 802 Music Business Internship

MMI 780 Adv. Analysis of Current Topics in the Music Business

##### New Title

Music Industry Agreements

Music Industry Practicum

Adv. Analysis of Current Topics in the Music

## Industry

Course title changes reflect the shift from “music business” to “music industry.” These course title changes will be submitted separately and are not reflected in the sections above.

Additionally, regarding the title change for MMI 802, students in the program gain hands-on experience in several ways, not limited solely to an internship, such as starting a business, or participating in one of our student-run on-campus enterprises. This new title is a more accurate reflection of the coursework that is undertaken.

Market Demand

Relationship to Other Programs

Relationship to Undergraduate and Professional Programs

Library Resources Available and Needed to Support the Program

Laboratory Facilities, Equipment, and Space Available and Needed to Support the Program

Other Resources Available or Needed to Support the Program

## Curriculum

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Program Curriculum

Upload Syllabi for Any New Courses

Proposed Schedule of Course Offerings for the First Three Years

## CIP Code

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Proposed CIP Code

## Faculty

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Program Directors

Upload CV(s)

Program Faculty

Upload CV(s) Grad

## Students

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Applicant Pool

Currently enrolled students will be given the option to remain in the existing M.M. in M.B.E.I. program until they graduate or transition into the new M.A. in Music Industry program. New students entering the program in Fall 2021 will matriculate into the new program.

Enrollment Projections

Teaching or Research Assistants

## Administration

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Program Administration

## Comparison

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Peer Comparisons

## Documents

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Attach Supporting Documentation

[MBEI\\_MM to MIND\\_MA Proposal \(FULL\) F 20.pdf](#)

Reviewer

Comments

**Patty Murphy (pxm491) (10/05/20 5:56 pm):** Please note that the MM in Music Business and Entertainment Industries is one curriculum taught in separate modalities (online or in-person). The approval letters included in this proposal apply to both modalities.

**Patty Murphy (pxm491) (10/05/20 5:57 pm):** The attached documentation includes approval by the MMI Dept. Faculty on 2/25/20, FSOM Graduate Council on 3/3/20, FSOM Executive Council and Department Chairs on 5/5/20, and the FSOM School Council on 5/8/20.

**Patty Murphy (pxm491) (10/09/20 9:21 am):** This program ensures student engagement in professional practice and training through applied coursework such as MMI 637 in which student complete multiple projects that are simulations of activities at a record company. Students may also choose an industry practicum as a capstone experience.

**Patty Murphy (pxm491) (10/09/20 9:21 am):** The proposed changes do not represent a substantive change because they constitute less than 25% of the program and are not significantly different in terms of content. Therefore, notification to or approval from SACSCOC is not required.

**Shelton Berg (s.berg) (10/09/20 10:00 am):** I support and approve these changes, which more properly reflect the nature of the degree and the guidelines for the National Association of Schools of Music.

**Tiffany Plantan (tplantan) (10/20/20 4:55 pm):** This proposal was discussed at the October 20, 2020 meeting of the Graduate Council. No concerns were expressed by Council members.

Key: 565