



MEMORANDUM

To: Julio Frenk
University President

From: Linda L. Neider
Chair, Faculty Senate

A handwritten signature in blue ink, appearing to read 'L. Neider', is written over the 'From:' field.

Date: November 19, 2020

Subject: Faculty Senate Legislation #2020-19(B) – Revise the (Online 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

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 (online) program name and curriculum in the Master of Music (MM) Business and Entertainment Industries TO the Master of Arts (MA) in Music Industry to align it with the traditional program of the same name. 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.

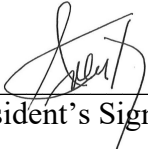
This legislation is now forwarded to you for your action.

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 #2020-19(B) – Revise the (Online 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 5:09 pm

Viewing: **M.A. ~~M.M.~~ in Music Industry Business and Entertainment Industries (Online) : MBEO1_MM, MBEO2_MM**

Last approved: 09/04/20 2:48 pm

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

Changes proposed by: Manuel Santana (m.santana4)

Catalog Pages Using
this Program

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

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 5:06 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 10:01 am
Shelton Berg
(s.berg): Approved
for PG MU Dean
4. 10/09/20 12:08 pm
Tiffany Plantan
(tplantan):
Approved for PG GR
School

- 5. 10/20/20 4:57 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. May 1, 2020 by
Manuel Santana
(m.santana4)
- 2. Sep 4, 2020 by
Jenny Vargas
(j.zwanziger)

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

Proposer(s) Name

Serona Elton,
Program Director for Music Media and Industry

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 MINDO_MA

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

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

No

Effective Term Spring 2021

First Term Valid Spring 2021

Program Instruction Mode Online-Asynchronous

Where is the program offered?

Location	Please provide the % of instruction at each location.
Online	100

Program Length (Years) 2

Total Credits 30

To Be Published in the Academic Bulletin

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 ~~Communication. 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

Students in the Master of Arts in Music Industry 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 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 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

<u>MMI 637</u>	Recorded Music Operations	3
<u>MMI 673</u>	Music Publishing	3
<u>MMI 750</u>	Music Business Agreements (To be renamed: Music Industry Agreements)	3
<u>MMI 752</u>	Music Licensing	3
<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
MMI 774 Music Copyright Law	3
MMI 673 Music Publishing	3
MMI 738 Legal Aspects of the Live Entertainment Industry (or approved graduate course elective)	3
General Elective	3
Credit Hours	9

Spring

MMI 752 Music Licensing	3
MMI 637 Recorded Music Operations	3
MMI 750 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

MMI 802 Music Business Internship (or MMI Elective)	3
Cumulative Exit Exam	
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

Applying to UOnline

How to Submit Your Application

When you decide to pursue a degree with UOnline, you'll have a dedicated enrollment advisor to guide you through the application process. Follow the steps outlined below and contact your enrollment advisor with any questions.

[Close all tabs](#)

1. START YOUR APPLICATION

Go to our [online application](#).

2. COMPILE DOCUMENTS

Upload the following required documents in the upload section:

Unofficial Transcript: Submit a copy of your transcript from all academic institutions attended.

Test Scores: Depending on the program you choose, you may need to submit graduate exam results. GRE and GMAT waivers are available for qualified applicants.

Résumé: Submit your most recent résumé that appropriately illustrates your professional experience.

Personal Statement: Submit a one-page personal statement addressing your interest in the program concerning your professional background and career aspirations.

Language Proficiency: International students who do not hold an undergraduate U.S. degree must submit Test of English as a Foreign Language (TOEFL) scores. For more information, please see the [Student Handbook](#).

3. REQUEST YOUR OFFICIAL TRANSCRIPTS

Request your transcripts electronically (preferred) or by regular mail:

to etranscripts@miami.edu, or mail it to:

Online Enrollment – Admissions Office

1320 S. Dixie Hwy, Suite 902

Locator – 2291

Coral Gables, FL 33146-2291

Please note: All graduate applicants who have attended a college or university outside the United States must submit official transcripts and diplomas (if available) from all colleges and universities attended to one of the three approved evaluation services.

4. OBTAIN TWO PROFESSIONAL RECOMMENDATIONS

Enter the names and contact information for two (2) people who can comment on your professional ability in the online application. Your references automatically receive an email to fill out your recommendation online. You can then track the status of each recommendation in the system. Recommendations must be received by the application deadline to be considered for admissions.

5. APPLY FOR FINANCIAL AID

[Click here](#) for more info about financial aid and the scholarships available to our students. Our enrollment advisors are also available to help you every step of the way.

Admission Decision Timeline

Once you have submitted your application, we will be in touch in the next two days.

If you are accepted to study online with the University of Miami, you have 24 hours to accept your offer and can then start your online student readiness orientation.

Rationale

Rationale

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

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

Program Curriculum

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 effective Spring 2021 will matriculate into the new program.

Upload Syllabi for Any New Courses

Proposed Schedule of Course Offerings for the First Three Years

CIP Code

Proposed CIP Code

Faculty

Program Directors

Upload CV(s)

Program Faculty

Upload CV(s) Grad

Students

Applicant Pool

Enrollment Projections

Teaching or Research Assistants

Administration

Program Administration

Comparison

Peer Comparisons

For Online and Distance Education Programs Only

Online/Distance Education

Documents

Attach Supporting Documentation

[MBEI_MM to MIND_MA Proposal \(FULL\) F 20.pdf](#)

Reviewer

Comments

Patty Murphy (pxm491) (10/05/20 5:50 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 5:51 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 9:14 am): This program ensures student engagement in professional practice and training through applied coursework including MM 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 9:20 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 9:20 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. Delete Comment

Shelton Berg (s.berg) (10/09/20 10:01 am): I support and approve these changes which aligns our identical online and on campus degrees.

Tiffany Plantan (tplantan) (10/20/20 4:56 pm): This proposal was discussed at the October 20, 2020 meeting of the Graduate Council. No concerns were expressed by Council members.