



**MEMORANDUM**

**To:** Julio Frenk, President

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

**Date:** March 1, 2021

**Subject:** Faculty Senate Legislation #2020-59(B) – Name and Curriculum Change of the Master of Arts in Arts Presenting in Live Entertainment Management (Online Program) TO Master of Arts in Live Entertainment Management (Online Program), Department of Music, Media, and Industry, Frost School of Music.

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The Faculty Senate, at its February 24, 2021 meeting, had no objections to the approval of the name and curriculum change of the Master of Arts in Arts Presenting in Live Entertainment Management (Online Program) TO Master of Arts in Live Entertainment Management (online Program) in the Department of Music, Media, and Industry in the Frost School of Music. This change allows for a more accurate description of the curriculum as well as market demand and competition.

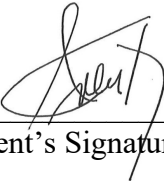
This legislation is now forwarded to you for your action.

LLN/va/rh

Enclosure

cc: Jeffrey Duerk, Executive Vice President and Provost  
Shelton Berg, Dean, Frost School of Music  
Shannon de l'Etoile, Associate Dean, Graduate Studies, Frost School of Music  
Gary Wood, Program Director, Frost School of Music  
Guillermo Prado, Dean, Graduate School  
Patty Murphy, Associate Provost for University Accreditation, Office of Assessment and Accreditation

**CAPSULE:** Faculty Senate Legislation #2020-59(B) – Name and Curriculum Change of the Master of Arts in Arts Presenting in Live Entertainment Management (Online Program) TO Master of Arts in Live Entertainment Management (Online Program), Department of Music, Media, and Industry, Frost School of Music.

APPROVED:  DATE: 4/16/21  
(President's Signature)

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

EFFECTIVE DATE OF LEGISLATION: (Pending any further Board of Trustees approval)

NOT APPROVED AND REFERRED TO: IMMEDIATELY

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



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

Proposed Plan Code MLEM\_MA

Plan Name M.A. in ~~Arts Presenting and~~ Live Entertainment Management (Online Program)

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 Fall 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

- (s.berg): Approved for PG MU Dean
4. 01/11/21 5:05 pm  
Tiffany Plantan (tplantan):  
Approved for PG GR School
5. 01/22/21 2:38 pm  
Tiffany Plantan (tplantan):  
Approved for PG Graduate Council
6. 01/24/21 9:05 pm  
Guillermo Prado (gprado): Approved for PG GR Dean

### History

1. Sep 4, 2020 by Manuel Santana (m.santana4)
2. Oct 7, 2020 by Manuel Santana (m.santana4)

### To Be Published in the Academic Bulletin

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## Program Overview

# Overview

The ~~Arts Presenting (AP Live)~~ is a Live Entertainment Management **graduate degree program is a comprehensive and intensive investigation of Program with an emphasis on the essential knowledge and expertise required of professionals in live entertainment management today, that offers a diverse and abundant curriculum. performing arts and commercial music industries.** Whether a seasoned professional or emerging leader in the field, we know the landscape for creating, presenting, managing, and assessing live events is quickly evolving in ways both exciting and challenging. So, throughout the curriculum, we explore the best practices of live entertainment management perfected over many decades by leading-edge arts innovators, and explore the innovative practices now transcending traditional arts and entertainment boundaries. Given the breadth of careers in the industry, students can tailor the program to their professional goals. Students emerge from the program with the essential skills, experiential learning experiences and confidence to make an immediate positive, lasting difference in the fast-paced arts and entertainment industries across the globe. For more information, please visit the [Live Entertainment Management website](#).

~~AP Live offers a curriculum that's distinctly tailored to provide a thorough understanding of marketing, promotion, management, legal aspects, risks and finance of a diversity of live entertainment endeavors. AP Live students gain hands-on experience producing events, marketing and promoting concerts and working with venues on all aspects of a live entertainment performance. For more information, please visit the website for the Arts Presenting Program.~~

## Program Mission Statement

# Mission

The ~~Arts Presenting and~~ Live Entertainment Management ~~(AP LIVE)~~ masters degree program makes possible specialized, comprehensive and experiential learning in the multifaceted field of live **entertainment arts** presentations. Keen attention to leadership, project management, operations, personnel, finances and for-profit and non-profit arts business models serves as the foundation of the curricular learning, research and activity. With greater-Miami and arts connection to professional across the U.S. and beyond, students graduating from the University Miami and the Frost School of Music are fully prepared to enter the workforce as dynamic professionals poised to step in successfully to wide-varieties of arts settings around the world.

## Program Goals

# Goals

The program has three primary objectives:

- Each student is fully engaged in the entirety of ~~Arts Presenting and~~ Live Entertainment Management subject matter, with exposure to all of the professional-level issues of the ~~field. field. To that end, courses are designed with syllabi that ensures a sequence of learning filled with each of the best-practice topics and tactics necessary for gaining professional level skills and wherewithal.~~ **To that end, courses are designed with syllabi that ensures a sequence of learning filled with each of the best-practice topics and tactics necessary for gaining professional level skills and wherewithal.**
- Each student is engaged in research designed to capture far-reaching information formed from intense study and field experiences. Such research will result in (at least) two formal papers and presentations that exemplify exceptional effort and provide lasting value for the learner. Such research includes, but is not limited to creating and managing projects of various sizes, business models and implementation strategies, industry-related statistical analysis such as environmental scans, demographics and so forth, as well as the exploration of **entertainment-based** ~~arts-based~~ subjects that go to the heart of the **Live Entertainment Management** ~~arts-presenting~~ reason d'être.
- Each student is introduced to professionals in the field—across the U.S. and beyond—such that they have developed a meaningful and useful network of mentors and contacts offering insights into **live entertainment** ~~arts-presenting~~ management issues, best practices and opportunities for further learning. The network of contacts is compelled into existence by way of course-work throughout the degree program that relies upon expert input as part of the assignments objectives, as well as professionals introduced by **faculty**  
~~faculty.~~

## Student Learning Outcomes

# Student Learning Outcomes

Students will demonstrate the ability to create a graduate-level, high quality and extensively researched paper on a critical topic applicable to the course.

Students demonstrate mastery of live presentations. Through research on an **entertainment-based, arts-based;** course-specific topic, students organize information and share in a formal presentation as a means of exhibiting A) appropriate and effectual planning and format organizational skills, and B) proper and engaging communication competence. In so doing, students gain experience and capacities for successful live presentations frequently required in the professional field, such as funding requests, board reports, pre-concert discussions, educational lectures and more.

Students demonstrate mastery of creating a comprehensive grant request.

## Curriculum Requirements

# Curriculum Requirements

Major Area		
<del>MMI 641</del>	<del>Tour Management and Production</del>	<del>3</del>
<u>MMI 643</u>	Marketing in the Arts and Entertainment	3
<u>MMI 726</u>	Performing Arts Center and Facility Management	3
<u>MMI 736</u>	Sponsorship, Development, and Financial Management in the Live Entertainment Industry	3
<u>MMI 738</u>	Legal Aspects of the Live Entertainment Industry	3
<del>MMI 740</del>	<del>Arts Presenting Project</del>	<del>3</del>
<del>MMI 774</del>	<del>Music Copyright Law</del>	<del>3</del>
Electives		
<del>Select 6 credit hours of approved Graduate Course Electives</del>		<del>6</del>
<b>Select 15 credit hours of approved Graduate Course Electives</b>		<b>15</b>
Final Project		
Choose from:		3
<u>MMI 804</u>	Internship in Arts Presenting	
or <u>MMI 840</u>	Course MMI 840 Not Found	
<del>MMI Elective</del>		
Exit Exam		
Total Credit Hours		30

## Plan of Study

## Sample Plan of Study

## Plan of Study Grid

## Year One

Fall		Credit Hours
<a href="#">MMI 726</a>	Performing Arts Center and Facility Management	3
<a href="#">MMI 736</a>	Sponsorship, Development, and Financial Management in the Live Entertainment Industry	3
<a href="#">MMI 738</a>	Legal Aspects of the Live Entertainment Industry	3
	Credit Hours	9
Spring		
<del>MMI 641</del>	<del>Four Management and Production</del>	<del>3</del>
<a href="#">MMI 643</a>	Marketing in the Arts and Entertainment	3
Approved Graduate Course Elective(s)		6
	Credit Hours	9

## Year Two

Fall		
<del>MMI 740</del>	<del>Arts Presenting Project</del>	<del>3</del>
<del>MMI 774</del>	<del>Music Copyright Law</del>	<del>3</del>
Approved Graduate Course Elective(s)		9
	Credit Hours	9
Spring		
<a href="#">MMI 804</a> or <a href="#">MMI 840</a>	Internship in Arts Presenting	3
	or <a href="#">Course MMI 840 Not Found</a>	
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

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### 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](mailto: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

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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

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### Rationale

The objectives are to:

- A) Re-focus the Arts Presenting and Live Entertainment Management curriculum toward a specialized focus on live entertainment management (from a more generalized arts administration degree),
- B) Re-name the program as a more apt description for marketplace competitiveness, and
- C) By way of adjustments in required courses (5 down from 8), students can tailor their focus through the associated increase in electives (5 rather than 2).

### 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

See last page in supporting documentation for online elective options.

## 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

Enrollment Projections

Teaching or Research Assistants

## Administration

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Program Administration

## Comparison

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Peer Comparisons

## For Online and Distance Education Programs Only

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Online/Distance Education

## Documents

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Attach Supporting Documentation      [MPRS Proposal FULL FINAL 6 Jan 2021.pdf](#)

Reviewer      **Patty Murphy (pxm491) (01/08/21 12:43 pm):** The MMI Department faculty voted to approve this proposal on 10/20/20. The FSOM School Council voted to approve this proposal on 12/11/20. The supporting letters are attached.

Comments      **Patty Murphy (pxm491) (01/11/21 9:40 am):** The proposed changes do not represent a significant departure from the currently approved program and therefore, will not require notification to or approval from SACSCOC.

**Shelton Berg (s.berg) (01/11/21 10:46 am):** I concur with this change

**Guillermo Prado (gprado) (01/24/21 9:05 pm):** Proposal discussed at the January 19, 2021 meeting of the Graduate Council. Notification item only. No concerns were expressed by Council members.

Key: 553