

NASHVILLE SEMESTER BUSINESS TRACK

COURSE EQUIVALENCY RECOMMENDATIONS



BUSINESS TRACK



Students who would most benefit from pursuing the **Business Track** at CMC Nashville typically come from majors related to:

- Music Business / Music Industry Studies
- Marketing / Digital Marketing
- Communication / Media / Public Relations
- Business Administration / Entrepreneurship
- Event Management / Hospitality

These majors align most closely with what the Business Track develops: Artist & project management, marketing, A&R fundamentals, publishing & rights, branding, content planning, live event strategy, and understanding how the commercial music industry operates behind the scenes.

Course	Credit	Type	Recommended Course Equivalency
MUSC 301 Faith, Music & Culture	3	CORE	Music & Culture Art, Worship & Culture Sacred Music and Cultural Identity Spirituality and the Arts Faith and Popular Culture
MUSC 302 Inside the Music Industry	3	CORE	Introduction to Music Business Survey of Music Industry Music Entrepreneurship and Management Music Industry Essentials Fundamentals of the Music Industry
MUSC 401 Practicum: "CMC Tour"	3	CORE	Internship Credit Practicum Credit

Course	Credit	Type	Recommended Course Equivalency
MUSC420 Advanced Media Marketing	3	TRACK	Advanced Digital Marketing Social Media Marketing Strategic Marketing Management Marketing Strategy in the Digital Age
MUSC423 Music Business Survey	3	TRACK	Introduction to Music Business Commercial Music Music Industry Studies
MUSC426 Strategic Management	3	TRACK	Organizational Leadership Principles of Management
(OPTIONAL) MUSC 401 Practicum: Summer Internship	3	TRACK	*Separate Application Process: Summer Internship offered to CMC Alumni. Interns are placed in internships in their interest area around Nashville (June/July) + Housing Included. Internship Credit Practicum Credit

BUSINESS TRACK COURSE DESCRIPTIONS



CORE

MUSC301 - Faith, Music and Culture (3)

The purpose of this course is to help students connect a career path in the entertainment industry with a calling to be Christ-followers. A holistic understanding of ourselves in the world includes the ability to hear the “noise” in culture, assessing personal strengths/ weaknesses, considering the cost of a career in the entertainment industry and then mapping a strategy for moving forward.

MUSC302 - Inside the Music Business (3)

The purpose of this course is provide students with an overview of the entire entertainment industry and how art, business and technology interact with each other. Since employers continue to hire graduates who have skill-sets across multiple disciplines, this course equips student with a core set of “gotta knows” that will prepare them for careers in every aspect of the entertainment industry.

MUSC405 - Practicum (3)

This course, often referred to as “Road Trip” or “Tour” is the capstone experience of the semester. Students and faculty embark on a 6-8 day tour of college campuses and churches mounting a show each night with full production; lights, sound, staging and video. Every student is involved in the process either as a performer, part of the technical staff or as a producer/manager.

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MUSC420 - Advanced Media Marketing (3)

The purpose of this course is provide students with skills in progressive marketing strategies focusing on publicity, advertising, radio and video promotion, Internet marketing, and tour support. Students will develop a comprehensive marketing plan for each artist and will also create and implement the marketing plan for the CMC Road Tour.

MUSC423 - Music Business Survey (3)

The purpose of this course is provide students with a broad understanding of key aspects of the music business including booking, artist management, touring, road management, production, marketing and promotion, copyright and legal issues, publishing and licensing.

MUSC426 - Strategic Management (3)

The purpose of this course is to require Business Track students to assemble a successful artist roster and participate in the following activities on their artist's behalf: scheduling, creating a business plan, analyzing and forecasting trends in popular music, advising and developing the artists with regard to their live show and recordings.