

**The Ohio State University
College of Arts and Sciences
School of Music**

Music, Media and Enterprise Minor

Coordinating Advisor contact info: An Arts academic advisor or the Director of the Music, Media, and Enterprise Minor in the School of Music.

The Music, Media, and Enterprise minor requires a minimum of 15 credits of course work. Students are required to take courses in Music, Communication, and Business and to select at least one course from outside their major. No courses may be taken for credit more than once and counted toward this minor.

Through the MME minor, students will be able to develop a multidisciplinary perspective on the role of music in commerce, and society. Students gain a theoretical foundation for continuing study and research in the interrelated areas of music, communication, business, society, and culture. They will exhibit knowledge of fundamental principles relevant to professional education in business and the law and understand the practical principles and skills of musical and creative entrepreneurship. Through the MME Minor, students will be able to transcend disciplinary specialization and isolation to explore the heterogeneous complexity of music production and reception in contemporary society.

Required Courses (9 credits):

Students must take the following courses: MUS 2271 Introduction to Music Enterprise (3); MUS 3330 Music Production and Reception (3); BUS MHR 2500 Entrepreneurship (3)

Electives (6 credits):

The recommendation is to choose at least two courses outside the student's major; however students must take one course outside their major.

Students should complete the remaining credits to total 15 credits for the minor. This may be from the courses listed below:

COM 1101 History of Human Communication (3); COM 3404 Media Law and Ethics (3); *COM 3413 Media Entertainment: Theory and Research (3); *COM 2440 Mass Communication and Society (3); *COM 4446 Media Economics (3); COM 3554 Social Implications of Communication Technology (3); COM 3466 Communication and Popular Culture (3); *AMIS 2200 Introduction to Accounting (3); BUS MHR 3665 Personal Creativity and Innovation (3); *BUS MHR 3510.01 New Venture Creation (3); MUSIC 2220 Introduction to Music Technology; MUSIC 2250 Music Cultures of the World; MUSIC 2251 The World of Classical Music; MUSIC 2252 History of Rock 'n' Roll; MUSIC 2253 Introduction to Jazz; MUSIC 2288 Bebop to Doowop to Hiphop: The Rhythm and Blues Tradition; MUSIC 3348 Music on the Move in a Globalized World; *MUSIC 3349 The Beatles in 20th Century Music; MUSIC 3431 Protest in American Music; MUSIC 3432 Spectacle: Music and Public Amusements; MUSIC 5638 Audio Recording; MUSIC 5639 Audio Recording Laboratory

Note: Non-Music Majors must have approval from the Director of the Music, Media, and Enterprise Program for all electives in music.

*Denotes a pre-requisite or permission of instructor.

Note: Students must have 6 credits at the 3000-level or above.

Music, Media, and Enterprise minor program guidelines

The following guidelines govern this minor:

Required for graduation No

Credits required A minimum of 15

Transfer credits allowed No more than one half of the credit hours required on the minor.

Overlap with the GE Permitted

Overlap with the major No courses may count on both the minor and on the major.

Overlap between minors Each minor completed must contain 12 unique credits..

Grades required
Minimum C- for a course to be counted on the minor.

Minimum 2.00 cumulative point-hour ratio required for the minor.

Course work graded Pass/Non-Pass cannot count on the minor.

Approval required The minor course work must be approved by the School of Music.

Filing the minor program form The minor program form must be filed at least by the time the graduation application is submitted to a college or school counselor.

Changing the minor Any changes to the requirements must be approved by the Director of the Music, Media, and Enterprise Program.

College of Arts and Sciences
Curriculum and Assessment Services
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