The Ohio State University  
School of Music  
SEMESTER  
Music, Media, and Enterprise Minor (XXX, XXX)

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 290 (Successor) Entrepreneurship

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 211 (Successor) Introduction to Accounting
BUS MHR 390 (Successor) Personal Creativity and Innovation
*BUS MHR 490 (Successor) New Venture Creation (pre-re: 290)
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 A maximum of 10

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 No

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/school counselor.

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

Arts and Sciences Curriculum Office  
http://artsandsciences.osu.edu  
The Ohio State University  
154 Denney Hall

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