

Pathway: Interdisciplinary Music, Media, and Technology Management

Purpose:

The interdisciplinary pathway in Music, Media, and Technology Management aims to equip students with a comprehensive understanding of the intersection between music, media, and technology. This program is designed for those interested in pursuing careers in the dynamic and evolving fields of music production, media management, and technology integration. Students will gain skills in music theory, audio production, media technologies, and business management, preparing them for a variety of roles in the entertainment and media industries.

Career Outcomes:

- Music Producer
- Media Manager
- Audio Engineer
- Technology Integration Specialist
- Entertainment Business Manager
- Sound Designer
- Media Content Creator
- Digital Media Specialist
- Recording Studio Manager
- Music Technologist

10-Course Academic Pathway

1. **COMM 202: Introduction to Media Technology**
 - Orientation to essential computer skills for today's digital environment in mass communications, including digital editing software for audio, images, and video.
2. **MUSI 294: Introduction to the Recording Studio**
 - An overview of modern recording production, including digital audio technology, MIDI, and basic sampling and synthesis techniques. Hands-on experience is required.
3. **COMM 331: Audio Production**
 - Study and practice of basic concepts, skills, and techniques involved in audio for broadcast and recording studios. Emphasis on digital audio editing and audio console controls.
4. **MUSI 357: Electronic Music**
 - Introduction to making music with digital audio workstations, synthesizers, samplers, and other software tools. Students explore popular genres and avant-garde approaches.
5. **COMM 342: Advanced Television Production**
 - Fundamentals of electronic field production and electronic news gathering. Emphasis on script development, visual aesthetics, and non-linear video editing techniques.
6. **MUSI 415: Music Business**
 - Survey of the changing landscape of the modern music industry. Topics include copyright law, royalties, entrepreneurship, and streaming.
7. **COMM 374: Communication Graphics**
 - Use of photo editing tools and typography to design layouts for print media and advertising. Includes basic knowledge of computer graphics software like Adobe Photoshop and InDesign.
8. **MUSI 425: Advanced Mixing**

- Examination of advanced signal processing techniques in a mixing context, including data backup, the mastering process, and master recording delivery.
9. **COMM 433: Advanced Audio Post**
- Further experience in the production of audio for visual media, focusing on recording, editing, and mixing sound effects, Foley, dialogue, and music.
10. **MUSI 292: Introduction to the Music Industry**
- Overview of the music industry, including music publishing, copyright, unions, performance rights, music licensing, recording production, and distribution.

This pathway provides a well-rounded education in the fields of music, media, and technology management, preparing students to excel in a variety of professional roles within the entertainment industry.

Restriction:

Modality: Face to Face Only