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Northeastern University is accredited by the New England Association of Schools and Colleges, Inc.

July 2013

Material subject to revision.

The general regulations that follow are the minimal requirements of the Northeastern University Graduate Programs in the College of Arts, Media and Design. The student is advised to consult the appropriate department for a statement of additional requirements in specific programs.
College of Arts, Media and Design

Music Industry

Our Vision
The College of Arts, Media and Design explores the spaces between our disciplines. Building on existing knowledge, we frame, research, and answer transformative questions. Our work together challenges, engages, and shapes global cultures and marketplaces.

Our Mission
We create a distinctive experiential education by leveraging emergent practices and scholarship in the arts, media, and design. Our unique combination of disciplines empowers innovative thinking and making. Our students become informed citizens and creative leaders with an enlightened entrepreneurial spirit.

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In an environment that has seen technological and structural upheaval, Northeastern University Department of Music offers a unique Master of Science degree that prepares graduates for leadership roles in today’s music organizations.

Divided into three concentrations, the Master of Science in Music Industry Leadership (MMIL) offers advanced study for music entrepreneurs and mid-career professionals. Courses focus on designing an integrated vision and developing action plans that build sustainable business models that meet organizational and personal goals. Exceptional faculty have real-world teaching, research, and working experience in current music industry issues allowing them to bring the latest innovative ideas into the MMIL program.
Faculty - Music Industry

Chair

Anthony P. De Ritis, MM, MBA, PhD
Professor & Chair, Music Department, College of Arts, Media and Design; Professor, Entrepreneurship and Innovation Group, D’Amore-McKim School of Business

Graduate Coordinator

Richard Strasser, DMA
Associate Professor; Graduate Coordinator; Administrative Director, Master of Music Industry Leadership

Non Tenure-Track Full-Time Faculty

Jim Anderson, BM
Lecturer

Brad Hatfield, MM
Assistant Academic Specialist

David Herlihy, JD
Associate Academic Specialist

Robert Lyons, BS, MBA Candidate
Senior Grant Writer/Lecturer

Tenured and Tenure-Track Faculty

Leon C. Janikian, MM
Associate Professor; Director, Music Industry Concentration

Bruce Ronkin, DMA
Professor & Vice Provost for Undergraduate Education

Adjunct Faculty

Jodi Beggs, MEng, Ph.D. candidate
Adjunct Lecturer

Michelle Conceison, MBA
Adjunct Lecturer

Jon R. Hichborn
Assistant Academic Specialist

Andrew Mall, PhD
Visiting Assistant Academic Specialist

Margo Saulnier, MFA
Adjunct Lecturer

For a listing of all faculty in the Department of Music, please visit www.northeastern.edu/camd/music/
The Master of Music Industry Leadership (MMIL) is an intensive one-year leadership program designed for individuals who want to manage the next generation of music companies. This program provides advanced education in the areas of music management, leadership, research, and entrepreneurship with opportunities for immediate and on-going application to each individual’s unique professional aspiration.

At the program’s conclusion, graduates are prepared to assume professional leadership roles that encompass creative, entrepreneurial, and managerial functions that address emerging issues facing the entertainment industry.

**Curriculum**

The MMIL program focuses on the core scholarly areas of music industry. Students specialize in one of three concentrations: entrepreneurship, professional, and research. Courses provide a solid foundation in music industry theory and analysis while offering students the opportunity to apply the foundational skills to an area of personal interest. Elective courses emphasize the creation and sustainability of music organizations in a rapidly evolving environment.

Using an active learning approach, the program seeks to develop music executives both intellectually and ethically, while providing them with a keen appreciation for the complexities of managing in the creative industries. This approach focuses on long-term skill sets that enhance the potential of graduates in a fluid and ever-changing field. The program also emphasizes global leadership qualities that provide a broader vision of the music industry on an international level. Full course descriptions are found on the department website (northeastern.edu/camd/music/academic-programs/ms-in-music-industry-leadership/).

The Master of Music Industry Leadership offers students three curriculum options for degree completion. A minimum of 32 semester hours and nine courses, with a grade-point average of 3.000 are required for graduation. Each option is designed to highlight a student’s strength and longer-term goals. Consultation with the graduate coordinator prior to degree commencement is required to establish a student’s ideal concentration.
Satisfactory Academic Progress

Satisfactory progress means satisfying requirements in the CAMD Graduate Studies General Regulations and in the regulations specified in the departmental booklet. CAMD Graduate Studies sets minimum standards for all students to fulfill. Departments and programs may have additional requirements that exceed those of CAMD Graduate Studies.

Receipt of financial support administered by CAMD Graduate Studies is contingent on satisfactory academic progress toward the degree and on meeting department-specific guidelines.
Professional Concentration

The professional concentration is designed for those interested in developing high level training in music management that eventuates in leading music organizations. Graduate students with several years of work experience are encouraged to apply to this program. Course work in this concentration focuses on empirical examples and applications in real world music business situations.

Program Features

Completion Time
Full-time students can finish the program in as short a time as a year. Part-time students, most of whom work in the Boston area, take one or two courses each semester and complete the program in two or three years.

Curriculum

The professional concentration consists of five core courses, four to six music industry electives and two to four business courses. Students are required to complete Management of Music Organizations, Intellectual Property for Music Management, Marketing Strategies in the Music Industry, Financial Management in the Music Industry and Music Industry Research Methodology. Students must also take eleven semester hours of electives from a wide array of courses offered by Music Department ranging from courses on innovation and leadership to global music markets and negotiations. A further six semester hours of courses are earned at the College of Business Administration in a range of subjects including new venture creation, management of small business enterprises, and managing the global enterprise.

A minimum of 32 semester hours and nine courses with a grade-point average of 3.000 is required for graduation.
Typical Full-time Schedule for the Professional Concentration

Fall Semester
- Management of Music Organizations
- Intellectual Property for Music Management
- Music Industry Research Methodology

Spring Semester
- Marketing Strategies in the Music Industry
- Financial Management in the Music Industry
- Business Elective(s)

Summer I Semester
- Music Electives

Summer II Semester
- Business Electives

Electives
Graduate Students in the professional concentration must select two to four electives from an array of courses offered by the D’Amore-McKim School of Business.
Entrepreneurship Concentration

The entrepreneurship concentration is designed for those interested in developing new ventures in the music industry. Graduate students with several years of work experience or those who are interested in the creation and operation of new music companies are encouraged to apply to this program.

Coursework in this concentration focuses on global leadership skills that emphasize entrepreneurship and business development capabilities. This program acts as a “global meeting place” where executives and students share prescriptive best practices that benefit all.

Program Features

Full-time students can finish the program in as short a time as a year. Part-time students, most of whom work in the Boston area, take one or two courses each semester and complete the program in two or three years.

Curriculum

The entrepreneurship concentration consists of five core courses, four to six music industry electives and two to four business courses. Students are required to complete Management of Music Organizations, Intellectual Property for Music Management, Marketing Strategies in the Music Industry, Financial Management in the Music Industry, and Music Industry Research Methodology. Students must also take seven semester hours of electives from a wide array of courses offered by the Music Department ranging from courses on innovation and leadership to global music markets and negotiations. A further six semester hours of courses are earned at the D’Amore-McKim School of Business in a range of subjects including new venture creation, management of small business enterprises and managing the global enterprise. The entrepreneurship concentration requires students to complete a capstone course prior to completing the degree.

A minimum of 32 semester hours and nine courses with a grade-point average of 3.000 is required for graduation.
### Typical Full-time Schedule for the Entrepreneurship Concentration

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Electives</th>
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</thead>
<tbody>
<tr>
<td>Management of Music Organizations</td>
<td>Graduate students in the entrepreneurship concentration must select two to four electives from</td>
</tr>
<tr>
<td>Intellectual Property for Music Management</td>
<td>an array of courses offered by the D’Amore-McKim School of Business.</td>
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<tr>
<td>Music Industry Research Methodology</td>
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<table>
<thead>
<tr>
<th>Spring Semester</th>
<th>Capstone Project</th>
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</thead>
<tbody>
<tr>
<td>Marketing Strategies in the Music Industry</td>
<td>A capstone project concludes the requirements of this concentration. Students may</td>
</tr>
<tr>
<td>Financial Management in the Music Industry</td>
<td>select a project within their area of expertise, including developing the market</td>
</tr>
<tr>
<td>Capstone Project</td>
<td>entry strategy of a new music website, identifying channels to market a new music</td>
</tr>
<tr>
<td>Business Elective(s)</td>
<td>act, developing a functional business plan for a small music company, etc.</td>
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| Summer I Semester                                                           |                                                                                  |
|----------------------------------------------------------------------------|                                                                                  |
| Music Electives                                                            |                                                                                  |

| Summer II Semester                                                         |                                                                                  |
|----------------------------------------------------------------------------|                                                                                  |
| Business Electives                                                         |                                                                                  |
Research Concentration

This program is designed for those who are interested in careers as entertainment analysts or music industry educators.

Program Features

All research concentration students complete an original thesis that must be submitted to CAMD Graduate Studies and www.proquest.com upon completion and acceptance. The thesis examines a critical issue in the music industry, often combining qualitative and quantitative research. The master’s thesis requires students to develop, design, and complete an original research project that must be approved by a faculty committee and be supervised by a faculty member. Because of the time required to plan and complete a thesis, students in this concentration generally take 16 months to finish their degree.

Curriculum

The research concentration curriculum consists of five core courses and four to six music industry electives. Students are required to complete Management of Music Organizations, Intellectual Property for Music Management, Marketing Strategies in the Music Industry, Financial Management in the Music Industry, and Music Industry Research Methodology. Students must also take seven semester hours of electives from a wide array of courses offered by the Music Department ranging from courses on innovation and leadership to global music markets and negotiations. Students must also enroll in a thesis course and take Research Methods and Advanced Music Industry Research Methodology.

A minimum of 32 semester hours and nine courses with a grade-point average of 3.000 is required for graduation.
Typical Full-time Schedule for the Research Concentration

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<thead>
<tr>
<th>Fall Semester</th>
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<tr>
<th>Spring Semester</th>
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<tbody>
<tr>
<td>Marketing Strategies in the Music Industry</td>
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<tr>
<td>Financial Management in the Music Industry</td>
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<tr>
<td>Thesis</td>
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<table>
<thead>
<tr>
<th>Summer I Semester</th>
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</thead>
<tbody>
<tr>
<td>Music Electives</td>
</tr>
<tr>
<td>Thesis Continuation</td>
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