

Music and Entertainment Business

Required Courses

Why Choose Music and Entertainment Business? - Program Spotlight

The Music and Entertainment Business program prepares students to enter the global, multi-billion dollar music and entertainment industry. The degree combines a solid business background with an emphasis on the music and entertainment business. Students are required to complete a minimum of two internships which allow them to focus on areas of the industry which interest them. Internships frequently take place in major metropolitan markets, and smaller regional markets, for well-known record labels, radio stations, manufacturers, agents, and concert venues.

The Music and Entertainment Business program is endorsed by the National Association of Music Merchants (NAMM), the professional trade organization that represents the global music products industry. NAMM sponsors two world-class trade shows per year and Music and Entertainment Business students are allowed to attend these at greatly reduced educational rates. The Winter Show at the Anaheim Convention Center, in California, is the single largest event of its kind in the world. At these shows, students will see the latest in music related products and enjoy live performances by some of their favorite artists. Students benefit as well from special sessions and seminars designed specifically for those planning a career in the music and entertainment industry.

Students may also take part in conferences and trade shows sponsored by the Music Business Association (MusicBiz). These are currently held in Nashville, Tennessee and are attended by industry professionals representing record companies, distributors, music publishers, artist management agencies, booking/talent agencies and entertainment law firms.

Within the degree program, all areas of the music and entertainment business are explored with emphasis on preparing students for positions in marketing, management, sales, advertising, public relations, and promotion. In addition, students are able to choose a relevant academic minor, certificate or courses that provide a personalized approach to career preparation. Previous formal training in music is not required for admission to the program. Select music courses are required to enhance the student's understanding of the role of a performing artist.

Career Opportunities

As a result of their academic preparation, in conjunction with the extensive hands-on component of this curriculum (derived from two internships, participation in national/international trade shows and conventions, and active involvement in the student-based organization which functions as a model production company), our graduates participate in local, regional and national employment opportunities provided by industry providers throughout the United States.

Admission Requirements

New Students SAT Scores:

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
 1. SAT ERW score of 450 or higher
 2. SAT Math score of 500 or higher. Placement in MATH 109/110 will be considered (SAT MATH score of 480 or higher).
 3. SAT Composite of 900 or higher

New Students ACT Scores:

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
 1. ACT English score of 16 or higher
 2. ACT Math score of 19 or higher
 3. ACT Reading score of 19 or higher

Transfer Students:

- Combined college or university GPA of 2.5 (on a 4.0 scale) from all institutions attended. GPA based on completion of 12 credit hours or more. Developmental courses will not be considered in computing the GPA requirement.
- Transfer equivalency for FSU ENGL 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; or SAT ERW score of 450 or higher; or Accuplacer English score of 6 or higher.
- Transfer equivalency for FSU MATH 114/115 or placement during the first semester at FSU which would require an ACT Math score of 19 or higher; SAT Math score of 500 or higher; or Accuplacer Math scores: Elementary Algebra score 75 or higher and College Level Math 0-49.

Any mitigating circumstances will be considered on an individual basis by the College of Business Dean's Office/SAA.

More Information:

Additional guidance can be found on the College of Business Webpage under the Admissions tab.

General Education Requirements

All University General Education requirements for a Bachelor's degree are here

Please consult this link for a complete listing of General Education Electives.

Consult the Required Courses above or the program advisor for program specific General Education requirements.

Graduation Requirements

- Maintain a 2.00 cumulative GPA in all FSU courses.
- Maintain a 2.00 in major and business core courses.
- Have 40 credits at the 300/400 level.
- 30 credits FSU Residency.
- Have a minimum 120 total credits.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

More Information

Music and Entertainment Business
119 South Street, BUS 112
Big Rapids, MI 49307-2279
Phone: 231-591-2441
E-mail: PaulKwant@ferris.edu

The College of Business is accredited by the Accreditation Council for Business Schools and Programs (ACBSP.) Next Accreditation Review is Spring 2028.
<http://www.acbsp.org>