Certificate in Music Entrepreneurship

The Undergraduate Music Entrepreneurship Certificate offers MU students an officially recognized core of courses dealing with the development, business, and publicity aspects of a musical career. In today’s fine arts economy, an increasingly viable and popular model is the “portfolio career,” in which a person incorporates multiple roles (e.g. performer, teacher, advocate, manager, publicist, composer/arranger, etc.) rather than pursuing one narrowly defined career path. Contextualizing the vision, skills, and networking activities needed to achieve a viable arts career, while offering a combination of theoretical and practical career preparation for Mizzou students, is the overarching aim of the Certificate.

Availability: Aimed primarily at degree-seeking students in music and music education, this certificate is also available to students in other majors with a commitment to pursuing a career in the music industries. All students who wish to declare the certificate must receive approval from our Entrepreneurship Coordinator, Leigh Muñoz, munozl@missouri.edu.

Requirements

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MUS_GENL 4510 Career Development for Musicians</td>
<td>2</td>
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<tr>
<td>MUS_GENL 4512 Principles of Arts Entrepreneurship</td>
<td>2</td>
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<tr>
<td>MUS_GENL 4514 Arts Marketing</td>
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<td>MUS_GENL 4516 Grant Writing for the Arts</td>
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<td>MUS_GENL 4518 Arts Industry Survey</td>
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<td>MUS_GENL 4520 Non-Profit Management in the Arts</td>
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<td>MUS_GENL 4522 Community Engagement in the Arts</td>
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<td>MUS_GENL 4530 Leadership, Advocacy, and Policy in the Arts</td>
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<tr>
<td>MUS_GENL 4540 Music Entrepreneurship Practicum</td>
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Total Credits: 12