

# Music Entrepreneurship, Certificate

HIMERTCERT

Have you ever thought about combining your music skills with entrepreneurship? This innovative program will equip you with the skills and tools you need to design a sustainable music career.

## Description

Music entrepreneurship is a discipline that intersects the traditional music disciplines. Music entrepreneurship harnesses the skills and mindset of the entrepreneur to empower musicians to create work that is meaningful, sustainable and oriented to community and market need.

Students in a music degree program and students with a background in music benefit from the business, marketing and organizational skills they develop through the certificate courses, as applied specifically to and within the arts.

## At a glance

- **College/School:** [Herberger Institute for Design and the Arts](#)
- **Location:** [Tempe](#)

## Program requirements

[2024 - 2025 Certificate Map](#)

[Certificate Map \(Archives\)](#)

The undergraduate certificate in music entrepreneurship consists of 15 credit hours, of which at least 12 credit hours must be upper division. There are six credit hours of required coursework and the remaining nine credit hours are selected from the electives section. A grade of "C" or better is required in all courses.

**Required Courses -- 6 credit hours**

MSC 484: Music Entrepreneurship Fieldwork or MUP 494: Entrepreneurship Capstone (3)  
MUP 438: The Enterprising Artist (3)

### **Electives -- 9 credit hours**

FIN 380: Personal Financial Management (3)  
HDA 494: City/Narrative Space: Placemaking/Public Media Art (1)  
MCO 431: Media Entrepreneurship (3)  
MHL 368: U.S. Popular Music: Industry, Technology and Culture (3)  
MSC 451: Popular Music Industry Studies I (2)  
MSC 474: Contracts and Negotiations (1)  
MSC 475: Album Release Strategies (3)  
MSC 475: DIY Music Video Production (3)  
MUP 319: Advanced Audio Engineering in the Arts (2)  
MUP 439: Performing Arts Product Creation and Development (3)  
NLM 220: Introduction to Nonprofit Organizations (3)  
PAF 410: Building Leadership Skills (SOBE OR SB) (3)

Prerequisite courses may be needed in order to complete the requirements of this certificate.

## **Enrollment requirements**

The certificate in music entrepreneurship is meant to supplement study for music majors, and nonmajors in any discipline with a music background. Students may be admitted to the certificate by submitting a statement of interest outlining their music background and personal goals through the School of Music, Dance and Theatre application. For further application details, students should visit the [program website](#).

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

## **Program learning outcomes**

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Apply key concepts of entrepreneurship to critical evaluation of music career paths.
- Synthesize knowledge of music entrepreneurship within the Phoenix area and surrounding communities through music entrepreneurship fieldwork.

## **Career opportunities**

Graduates who have combined the certificate in music entrepreneurship with their major program of study may become more marketable to employers. They often decide to pursue employment in such industries as arts entertainment, music business, arts administration or performance. Career examples include arts administrator, business owner, community arts advocate, performing musician and public or community school teacher.

## Contact information

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