

RIM Executive Music Business Bachelor's Degree Program

This program is designed for students who seek a bachelor's degree in the Department of Recording Industry's music business concentration offered in a non-traditional setting. The program is analogous to the current music business degree in the Department of Recording Industry, but provides more coursework flexibility and more guidance in scheduling, making it easier for the non-traditional student to map out a course of studies that takes advantage of MTSU's plethora of distance learning courses. The market for such a program may include:

- Transfer students who may want to begin studies in their major while finishing up general education courses elsewhere.
- Freshman who would prefer to get started on their degree prior to relocating to Murfreesboro
- Professionals in the industry who do not have the flexibility to attend courses on a standard schedule
- Other working students who need the flexibility of time and location to complete their degree
- Students in the Adult Degree Completion Program.

How the program works

The program is designed for students to take all general education courses, courses in prescribed minors, and much of the coursework in the music business major through continuing education/distance learning courses. Students in the program will be required to attend campus for a minimum of one semester to complete sub-core courses that are best taught in the traditional setting, and we can offer these students experiential learning in the form of Nashville-based internships while they are here.

Specifics of the program

The following general education courses are already offered through distance learning:

Communication (9 hours)

ENGL 1010 Expository Writing
ENGL 1020 Research and Argumentative Writing
ENGL 2200 Fundamentals of Communication
Humanities & Fine Art (9 hours—3 Eng or Hum)
HIST 2010 US History 1
HIST 2020 US History 2
HIST 2030 Tennessee History
ART 1030 Orientation to Art
HIST 1110 Survey of World Civilization I
HIST 1120 Survey of World Civilization II
MUS 1030 Introduction to Music
PHIL 1030 Intro to Philosophy
THEA 1030 Theater Appreciation
ENGL 2030 Experience of Literature

ENGL 2020 Themes in Literature and Culture

Required mathematics

MATH 1710 College Algebra

Natural Sciences (8 hours)

ASTR 1030/1031 Exploring the Universe
CHEM 1010/1011 Introduction to Chemistry
Geol 1030
Social Sciences
ANTH 2010 Cultural Anthropology
GEOG 2000 Geography
HLTH 1530 Health and Wellness
PS 1010 Foundations of Government
PSY 1410 General Psychology
SOC 1010 Sociology
ECON 2410 Macroeconomics (2010)
SOC 2010 Social Problems

PS 2010 American Gov.
WMST 2100 Women's Studies
INFS 3100 Computers – required course

ACTG 3000 – Accounting (required)

Recording Industry core courses

RIM 1020 – not yet developed online
RIM 3000 – not yet developed online
RIM 3010 – in development
RIM 3600 – available now

Recording Industry sub-core courses to be taught online

RIM 3900 – Publishing (Fall 2009)
RIM 4620 – Marketing (available now)
RIM 4320 – Concerts & Tour (Spring 2009)

Recording Industry sub-core courses to be taken on campus*

RIM 3700 – Copyright Law
RIM 4700 – Legal Problems
RIM 3720 – Artist Mgmt

Recording Industry electives taught online

RIM 4810 – Inside the Recording Industry (now)
RIM 4000 – Internship (1-6 credit hours)
RIM 4690 – not yet developed online
RIM 4800 – Nashville Music Business (now)

Other Recording Industry electives can be taken on campus, if desired (15 hours electives required)

Minor in Marketing: online courses (15 hours)

MKT 3820 Principles of Marketing
MKT 3830 Retailing
MKT 3950 Business to Business
MKT 2450 Ecommerce (?)
MKT 3960 Marketing Channels Management
MKT 3860 Purchasing

**other minors may be considered, but subject to MTSU policies if credits are transferred in.*