

Murray State University Music Business

February 7, 2022

Program Summary

Students from a wide variety of backgrounds study Music Business within the College of Humanities and Fine Arts at Murray State University. Courses in Music Marketing, Artist Development, Live Performance, and Copyright provide a solid foundation for working in an ever-changing field. Program Director Karen Kane brings years of experience to the classroom as a former Senior Director of Marketing with Warner Brothers and a former Director of Artist Development and Marketing with Sony.

The Music Business Program also offers courses in audio recording and production. Aspiring audio professionals at Murray State will use industry-standard software and hardware to study ear-training for audio engineers, modern instrumental and vocal recording techniques, and basic mixing and mastering.



Strengths & Noteworthy Practices

Students engage in numerous work-related exercises that develop the EEQs. Examples include:

- Writing and presenting a Career Development plan to an artist
- Developing and delivering a public relations plan to a panel of industry experts
- Pitching an entrepreneurial business idea to an investor
- Presenting a mock trial in copyright law infringement
- Executing qualitative and quantitative research projects
- Conducting social media audits
- Taking a recorded track through the distribution process with a record company
- Promoting/presenting a concert series
- Collaborating with an artist to develop goals for and manage their social media portfolio.

Within the internship program, reflection papers (on how the organization generates new ideas, how the organization uses and adapts to new technology, ethical behavior and decision making, and leadership styles), as well as the discussion of organizational culture, allow for the kind of thoughtful exercises that will help students with the skills needed to advance in their careers.

Meetings each semester with the program director to navigate the internships and career planning are required throughout the program. Throughout these meetings, a list of industry-specific job boards is maintained and shared with students. The program's deep relationships in the music industry are utilized to introduce Murray State students to opportunities often not advertised or disclosed to the public.