

MUSIC ENTREPRENEURSHIP CERTIFICATE

The Certificate in Music Entrepreneurship provides the needed foundation for students to become 21st century musicians, educators, and professionals in the field. It demonstrates the certificate holder's commitment to becoming a "holistic" musician, in artistry, preparation for the gig economy, and honing skills to become a portfolio musician. This Certificate has been designed to be an optional value add-on to all music student's undergraduate degrees, regardless of major. Students wishing to pursue a Certificate in Music Entrepreneurship must be undergraduate music students.

Course Requirements:

Course	Title	Quarter Hours
PAM 309	MUSIC ENTREPRENEURSHIP ¹	2
APM 315	THE BUSINESS OF MUSIC FROM THE PERFORMER'S PERSPECTIVE	2
MGT 270	INTRODUCTION TO ENTREPRENEURSHIP	4

¹ Students may also take APM 309, Music Entrepreneurship, as it is cross-listed with PAM 309 and is the same class.

Workshop Requirements

This Certificate requires that students attend four workshops through the School of Music Career Services. Workshops are offered once per quarter and topic examples include:

- The Freelancing Life: Networking, Booking Performances & Funding Your Projects
- Going Pro: How to Shift Your Thinking from Student to Professional Musician
- Putting Your Audience Center Stage
- Expand Your Inner Circle: Networking Your Way to Musical Success
- Wearing Many Musical Hats: Alternative Careers in Music
- Career Success Through Proactive Thinking

Degree Auditing

Students pursuing the Certificate in Music Entrepreneurship must apply for degree conferral in Campus Connect in advance of their final quarter in order to have their coursework audited for the awarding of their certificate.