

Music Business and Industry, B.A.

Degree Offered

- Bachelor of Arts

Nature of the Program

Music industry is a vibrant, multi-billion dollar global industry, vast in scope and reach, offering a product that is deeply ingrained into the fabric of every country and culture, across social strata around the world. As such, it offers extensive professional opportunities to those who are trained, knowledgeable, and versed in its systems, methods, and practices.

The BA in Music Business and Industry offers two tracks (areas of emphasis) students may select: applied music (which includes private instrument or voice lessons) or multi-instrumental (where students are engaged in group instrumental/vocal lessons).

The Music Business and Industry program provides an engaging, systematic, and rigorous course of study leading to analytical, creative, regulatory, and entrepreneurial understanding and skills necessary to succeed in today's complex and challenging music industry field.

The full course of study that includes courses in music, music industry, and business, combined with the University's General Education Foundations curriculum, is designed in line with the College of Creative Arts and Media's mission of educating artists, teachers, and scholars through an experiential, student-centered approach to learning. The Music Business and Industry program includes courses in intellectual property in music industry, music publishing, live music industry, recording industry, music product development and placement, and recording technology.

Admissions for 2026-2027

Acceptance into an undergraduate music degree program is contingent upon both admission to WVU as an undergraduate student and a successful performance audition. Auditions are held from late fall through the early spring semester. For maximum scholarship consideration, students are encouraged to complete the application (including audition) before March 1. Audition information can be found on the College's website or by contacting the CCAM Office of Recruitment at (304) 293-4339. Special accommodations may be made by contacting the School of Music at (304) 293-4532 or Music@mail.wvu.edu.

For admission consideration, all students must submit separate applications to the University and to the School of Music. The audition is a preliminary assessment of a student's potential for success. For the Bachelor of Science in Music and Health, students must audition at a minimum performance level four. If a student is admitted, their standing is confirmed or revised after the first semester of study.

Students should own their own instrument under normal circumstances (except for piano).

1. Apply to West Virginia University (How to Apply (<https://admissions.wvu.edu/how-to-apply/>))
2. Audition for the School of Music (Apply Now (<https://wvuca.wufoo.com/forms/w1qjwnk21fcr23v/>))

Acceptance into an undergraduate music degree program requires admission to WVU as an undergraduate student and a successful audition and/or interview. The audition and/or interview is a preliminary assessment of a student's potential for success in their intended major.

- BA Music - audition required
- BA Music Business and Industry: Applied Music Emphasis - audition required
- BA Music Business and Industry: Multi-instrumental Emphasis - interview required (no audition)
- BM Composition - audition and portfolio review required
- BM Music Education - audition and interview required
- BM Music Therapy - audition and interview required
- BM Performance - audition required
- BS Music and Health - audition required

Students who cannot attend one of our regularly scheduled audition days should contact the School of Music at: (304) 293-4532 or Music@mail.wvu.edu.

Music majors can change from one music curriculum to another with faculty approval, particularly during the freshman or sophomore year, without significant loss of course credit. Students are encouraged to explore and follow the curriculum for which they are best qualified and in which they can achieve the greatest success. Evaluation of students' work by the School of Music faculty informs these decisions. If students wish a broader, liberal arts-oriented program, they may pursue a Bachelor of Arts (BA) in Music.

Area of Emphasis Information

BA IN MUSIC BUSINESS AND INDUSTRY PROGRAM / AREA OF EMPHASIS: APPLIED MUSIC ENTRANCE REQUIREMENTS

Acceptance into the Bachelor of Arts in Music Business and Industry degree program is contingent upon admission to WVU as an undergraduate student and a successful interview. Each student applying for the BA in Business and Music Industry program will complete an interview process with one or more representatives from the Music Business and Industry program. Other School of Music staff may be present as well. The interview process covers information about the student's educational history, preparation for the music industry degree program, interest in music industry as a career, and any other information the student would like to share with the interviewer.

MUSIC PERFORMANCE AUDITION REQUIREMENT

All the prospective majors who wish to enroll in the program's Area of Emphasis: Applied Music will be required to pass a successful instrumental/vocal performance audition in order to be admitted into the program. Students who pursue this area emphasis must audition at a performance level 2, or above, on their principal instrument/voice to be admitted to the BA in Business and Music Industry program. Auditions for such incoming majors are held principally in November, February, and March in Morgantown. Audition information can be found on the College's website or by contacting the CCAM Office of Recruitment at (304) 293-4339. Special accommodations may be made by contacting the School of Music at (304) 293-4532 or Music@mail.wvu.edu.

All admitted students should own their own instrument under normal circumstances (except for piano) and a portable (folding) music stand.

ADDITIONAL REQUIREMENTS:

High school graduates from West Virginia and non-residents are eligible to be considered for admission to the program with a 2.5 grade point average and either a composite ACT score of 19 or a combined math and critical reading SAT score of 910. If space is available and the required high school units, GPA, and test scores are met, the student will be admitted. Therefore, we encourage eligible students to apply as soon as possible after September 15 of their senior year. If one of the requirements is not met, students may still apply, and the Music Business and Industry Program Director will review the application. If appropriate, students should submit a written statement explaining any extenuating circumstances that might have affected their academic performance.

BA IN MUSIC BUSINESS AND INDUSTRY PROGRAM / AREA OF EMPHASIS: MULTI- INSTRUMENTAL

ENTRANCE REQUIREMENTS

Acceptance into the Bachelor of Arts in Business and Music Industry degree program is contingent upon admission to WVU as an undergraduate student and a successful interview. Each student applying for the BA in Music Business and Industry program will complete an interview process with one or more representatives from the Music Business and Industry program. Other School of Music staff may be present as well. The interview process covers information about the student's educational history, preparation for the music industry degree program, interest in music industry as a career, and any other information the student would like to share with the interviewer.

MUSIC PERFORMANCE AUDITION REQUIREMENT

Music performance audition is not required for this Area of Emphasis.

ADDITIONAL REQUIREMENTS:

High school graduates from West Virginia and non-residents are eligible to be considered for admission to the program with a 2.5 grade point average and either a composite ACT score of 19 or a combined math and critical reading SAT score of 910. If space is available and the required high school units, GPA, and test scores are met, the student will be admitted. Therefore, we encourage eligible students to apply as soon as possible after September 15 of their senior year. If one of the requirements is not met, students may still apply, and the Music Business and Industry Program Director will review the application. If appropriate, students should submit a written statement explaining any extenuating circumstances that might have affected their academic performance.

Major Code: 3706

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1	Composition & Rhetoric	3-6

ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Curriculum Requirements

Code	Title	Hours
University Requirements		42
Music Industry Major Requirements		78
Total Hours		120

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 3, 4, 5 and 8		25
MUSC 191	First-Year Seminar	2
General Electives		15
Total Hours		42

Music Industry Major Requirements

Code	Title	Hours
Minimum grade of C- is required in all Music Business & Industry courses *		
Minimum GPA of 2.5 in all MUSC courses *		
Music Business & Industry Courses		
MUSC 410	Introduction to Music Industry	3
MUSC 411	Intellectual Property in Music Industry	3
MUSC 412	Music Product Development and Placement	3
MUSC 413	Live Music Industry	3
MUSC 414	Recording Industry	3
MUSC 415	Music Publishing	3
MUSC 491	Professional Field Experience	3
Music Business & Industry Electives		5
Any MUSC courses approved by advisor		
Business Courses		
ACCT 201	Principles of Accounting 1	3
BCOR 350	Principles of Marketing	3
BCOR 370	Principles of Management	3
or BCOR 340	Principles of Finance	
Musicianship Skills and Analysis Courses		
MUSC 140	Commercial Music Aural Skills 1	3
MUSC 141	Commercial Music Aural Skills 2	3
MUSC 142	Commercial Music Fundamentals	3

MUSC 143	Commercial Music Harmony and Form	3
MUSC 144	Functional Keyboard for the Commercial Musician 1	2
MUSC 145	Functional Keyboard for the Commercial Musician 2	2
Musicology Courses		
Select one of the following (GEF 8):		3
MUSC 111	Introduction to Music	
MUSC 112	Mozart to Metallica: Music and Society	
MUSC 113	American Popular Music	
MUSC 114	Music and the Immigrant Experience	
MUSC 115	Introduction to History of Jazz	
MUSC 116	Music in World Cultures	
MUSC 118	Music in Appalachia	
MUSC 117	Hip Hop Nation: Musical and Conceptual Foundations of a Cultural Revolution	
MUSC 271	History of Western Musical Traditions 2 (GEF 6)	3
Music Convocation		
MUSC 189	Music Convocation (2 semesters)	0
Required Area of Emphasis (AoE)		18
Applied Music AoE		
Multi-Instrumental AoE		
Capstone		
MUSC 452	Capstone Project in Music Business & Industry	3
Total Hours		78

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This does not supersede or replace the University's D/F repeat policy.

Areas of Emphasis

- Applied Music (p. 4)
- Multi-Instrumental (p. 5)

Applied Music Area of Emphasis Requirements

Code	Title	Hours
A minimum grade of C- is required in all music industry courses.		
A minimum GPA of 2.5 in all MUSC courses.		
Applied Lessons *minimum proficiency level 5 required		
Applied Music 100 Level (MUSC 121-127)		4
Applied Music 200 Level (MUSC 221-227)		4
Applied Music 300 Level (MUSC 321-327)		4
Music Ensemble (6 semesters)		6
Any of the following, and any other ensemble approved by advisor		
MUSC 300	Band: Wind Symphony	
MUSC 300A	Band: Symphonic	
MUSC 300B	Band: Marching	
MUSC 302	University Community Choir	
MUSC 303	Symphony Orchestra	
MUSC 305	Chamber Singers	
MUSC 306	University Mountaineer Chorus	
MUSC 353	Jazz Ensemble 1	
MUSC 350	Jazz Ensemble 2	
Total Hours		18

SUGGESTED PLAN OF STUDY

First Year

Fall	Hours	Spring	Hours
MUSC 191		2 MUSC 189	0
MUSC 189		0 MUSC 121-127 Applied Lesson	2
MUSC 410		3 MUSC 141	3
MUSC 121-127 Applied Lesson		2 MUSC 144	2
MUSC 140		3 Musicology Requirement (GEF 8)	3
MUSC 142		3 GEF	3
GEF		3 GEF	3
		16	16

Second Year

Fall	Hours	Spring	Hours
MUSC 411		3 MUSC 412	3
MUSC 221-227 Applied Lesson		2 MUSC 221-227 Applied Lesson	2
Music Ensemble		1 Music Ensemble	1
MUSC 143		3 MUSC 271 (GEF 6)	3
GEF		4 ACCT 201	3
MUSC 145		2 GEF	3
		15	15

Third Year

Fall	Hours	Spring	Hours
MUSC 413		3 MUSC 414	3
MUSC 321-327 Applied Lesson		2 MUSC 321-327 Applied Lesson	2
Music Ensemble		1 Music Ensemble	1
BCOR 350		3 BCOR 370	3
GEF		3 GEF	3
General Elective		3 General Elective	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
MUSC 415		3 MUSC 452	3
MUSC 491		3 Music Ensemble	1
Music Ensemble		1 Music Elective	3
Music Elective		2 GEF	3
General Elective		3 General Elective	3
General Elective		3	
		15	13

Total credit hours: 120

Multi-Instrumental Area of Emphasis Requirements

Code	Title	Hours
A minimum grade of C- is required in all music industry courses.		
A minimum GPA of 2.5 in all MUSC courses.		
Group Instrumental Lessons		
MUSC 137	Class Guitar 1	1
MUSC 237	Class Guitar 2	1
Or any other group instrumental/vocal classes approved by advisor		
Digital Audio Workstations Classes		
MUSC 336	Introduction to Pro Tools	3

MUSC 337	Digital Audio Workstations	3
Music Ensemble		4
Any available ensemble that does not require audition, or for which a student passes the audition.		
Music Technology Courses		
MUSC 236	Introduction to Recording Technology	2
MUSC 437	Practicum-Recording Technology	4
Total Hours		18

SUGGESTED PLAN OF STUDY

First Year

Fall	Hours	Spring	Hours
MUSC 191		2 MUSC 189	0
MUSC 189		0 MUSC 141	3
MUSC 410		3 MUSC 144	2
MUSC 140		3 Musicology Requirement (GEF 8)	3
MUSC 142		3 GEF	3
GEF		3 GEF	3
		14	14

Second Year

Fall	Hours	Spring	Hours
MUSC 411		3 ACCT 201	3
MUSC 143		3 MUSC 412	3
MUSC 145		2 MUSC 236	2
GEF		3 MUSC 271 (GEF 6)	3
GEF		4 MUSC 137	1
		GEF	3
		15	15

Third Year

Fall	Hours	Spring	Hours
MUSC 413		3 MUSC 414	3
MUSC 237		1 MUSC 337	3
MUSC 336		3 Music Ensemble	1
Music Ensemble		1 BCOR 370	3
BCOR 350		3 GEF	3
GEF		3 General Elective	3
General Elective		3	
		17	16

Fourth Year

Fall	Hours	Spring	Hours
MUSC 415		3 MUSC 452	3
MUSC 491		3 MUSC 437	4
Music Ensemble		1 Music Ensemble	1
Music Elective		2 Music Elective	3
General Elective		3 General Elective	3
General Elective		3	
		15	14

Total credit hours: 120

Major Learning Outcomes

MUSIC BUSINESS AND INDUSTRY

Students who earn the Bachelor of Arts in Music Industry will develop:

- The ability to integrate knowledge and skills in music, music industry, and business, to address issues, projects, and problems in the music industry.
- Make independent, logical evaluations and judgements associated with the work of one or more sectors of the music industry.
- The capacity to pose, analyze, and solve problems with an understanding of the interrelationships and interdependencies of various interests and influences on the music industry.
- Knowledge and skills in various aspects of the music industry and business more generally through study and personal experience.