Music, Media and Enterprise Minor (MSCMDEN-MN)

The Ohio State University
College of Arts and Sciences
School of Music

Coordinating Advisor contact info: The School of Music
Academic Advisor (see music.osu.edu), or the Director of
the Music Media and Enterprise Minor in the School of
Music.

The Music, Media, and Enterprise minor requires a
minimum of 15 credits of course work. Students are
required to take courses in Music, Communication, and
Business and to select at least one course from outside
their major department. No courses may be taken for credit
more than once and counted toward this minor.

Through the MME minor, students will be able to develop a
multidisciplinary perspective on the role of music in commerce,
and society. Students gain a theoretical foundation for continuing
study and research in the interrelated areas of music,
communication, business, society, and culture. They will exhibit
knowledge of fundamental principles relevant to professional
education in business and the law and understand the practical
principles and skills of musical and creative entrepreneurship.
Through the MME Minor, students will be able to transcend
disciplinary specialization and isolation to explore the
heterogeneous complexity of music production and reception in
contemporary society.

Required Courses (9 credits):
Students must take the following courses:

- MUS 2271 Introduction to Music Enterprise (3)
- MUS 3330 Music Production and Reception (3)
- BUS MHR 2500 Entrepreneurship (3)

Electives (6 credits):
The recommendation is to choose at least two courses outside
the student's major department; however students must take
one course outside their major department.

Students should complete the remaining credits to total 15
credits for the minor. Note: Students must have 6 credits at
the 3000-level or above. This may be from the courses listed
below:

* AMIS 2200 Introduction to Accounting (3);
* BUS MHR 3510.01 New Venture Creation (3);
* BUS MHR 3665 Personal Creativity and Innovation (3);
* COM 1101 History of Human Communication (3);
* COM 2440 Mass Communication and Society (3); COM 3404 Media
  Law and Ethics (3);
* COM 3413 Media Entertainment: Theory and Research (3);
* COM 3466 Communication and Popular Culture (3);
* COM 3824 Social Implications of Communication Technology (3);
* COM 4446 Media Economics (3);
* MUSIC 2200 Introduction to Music Technology;
* MUSIC 2250 Music Cultures of the World;
* MUSIC 2251 The World of Classical Music;
* MUSIC 2252 History of Rock 'n' Roll;
* MUSIC 2253 Introduction to Jazz;
* MUSIC 2288 Bebop to Doowop to Hiphop: The Rhythm and Blues
  Tradition;
* MUSIC 3408 Music on the Move in a Globalized World;
* MUSIC 3349 The Beatles in 20th Century Music;
* MUSIC 3431 Protest in American Music;
* MUSIC 3432 Spectacle: Music and Public Amusements;
* MUSIC 5638 Audio Recording; MUSIC 5639 Audio Recording
  Laboratory

Note: Non-Music Majors must have approval from the Director of
the Music, Media, and Enterprise Program for all electives in
music.

Music, Media, and Enterprise minor program guidelines

The following guidelines govern this minor:

Required for graduation:

Credits required. A minimum of 15 credit hours. At least 6 credit hrs
must be at the 2000 level or above and 6 credits must be at the 3000-
level or above

Transfer credits allowed. At least half of the credits counting toward
the minor must be earned in regular OSU coursework.

Overlap with the GE. Permitted, no more than 6 credit hours.

Overlap with the major and additional minor(s)

• The minor must be in a different subject than the major.
• The minor must contain a minimum of 12 hours distinct from the
  major and/or additional minor(s).

Grades required:

• Minimum C for a course to be counted on the minor.
• Minimum 2.00 cumulative point-hour ratio required for the minor.
• Course work graded Pass/Non-Pass cannot count on the minor.
• No more than 3 credit hours of course graded

Satisfactory/Unsatisfactory may count toward the minor.

Approval required. The minor course work must be approved by
the School of Music.

Filing the minor program form. The minor program form must be filed
at least by the time the graduation application is submitted to a college or
school counselor.

Changing the minor. Any changes to the requirements must be
approved by the Director of the Music, Media, and Enterprise Program.