Coordinating Advisor contact info: An Arts academic advisor 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 22 credit hours 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. 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 (14 credit hours):**
Students must take the following courses:

- MUS 271 Introduction to Music Enterprise
- MUS 330 Music Production and Reception
- BUS MHR 290 Entrepreneurship

**Electives (8 credit hours):**
The recommendation is to choose at least two courses outside the student’s major; however students must take one course outside their major.

Students should complete the remaining credit hours to total 22 hours for the minor. This may be from the courses listed below:

- +COM 101 History of Human Communication
- COM 604 Media Ethics
- *COM 607 Mass Communication Law
- *COM 613 Media Entertainment: Theory and Research
- *COM 642 Mass Communication and Society
- *COM 646 Media Economics
- COM 654 Social Implications of Communication Technology
- COM 666 Communication Perspectives on Contemporary Cultural Products
- *AMIS 211 Introduction to Accounting
- BUS MHR 390 Personal Creativity and Innovation
- *BUS MHR 490 New Venture Creation (pre-re: 290)

**Music, Media, and Enterprise minor program guidelines**
The following guidelines govern this minor.

- **Required for graduation**: No
- **Credit hours required**: A minimum of 22
- **Transfer credit hours allowed**: A maximum of 10
- **Overlap with the GEC**: Permitted
- **Overlap with the major**: No courses may count on the minor and on the major.
- **Overlap between minors**: Each minor completed must contain 20 unique hours.
- **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.
- **Approval required**: No

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/school counselor.

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

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