

"I love how flexible the Music Business program was. I had the option of exploring both music and business worlds while **crafting my own experiences** to match my career focus.

My time at WIU made me a **well-rounded person** capable of adapting to nearly any work environment."



Egan Yore, '19

BM, Music Business

Administrative Assistant
Royal and Langnickel Manufacturing
Munster, IN

"While at WIU and in the Music Business program, I learned why it is important to **protect your art** and creative projects from music publishing class.

From music history and theory classes, I learned that musicians from centuries ago were dealing with similar problems that affect our society, and how to take apart ideas to build **new, innovative solutions.**"



Kelsey Peterson, '09

BM, Music Business

Senior Recruiter
SpotHero
Chicago, IL

CONTACT US

Browne Hall 122, 1 University Circle
Macomb, Illinois 61455-1390
(309) 298-1544
wiu.edu/music | music@wiu.edu



Professor Courtney Blankenship

Director, Music Business
cc-blankenship@wiu.edu

SCHEDULE A VISIT

Become a part of the School of Music for a day through a customized visit tailored to your interests!

Sign up at wiu.edu/music/visit.

SCHEDULE AN AUDITION

Audition for admission into the School of Music to become a music major or minor. All auditions are automatically considered for music scholarship, including non-music majors.

Apply at wiu.edu/music/audition.



MUSIC BUSINESS

at WIU



**Western Illinois
University**
SCHOOL OF MUSIC

MUSIC BUSINESS MINOR

17 TOTAL SEMESTER HOURS

Required Courses

- Introduction to Music Business (2)
- Music Publishing (2)
- Introduction to Audio/Video Production (3)

9 Semester Hours Selected From:

- What to Listen for in Music (3)
- American Popular Music (3)
- History in the Rock Era (3)
- Music in World Cultures (3)
- Theory I (2) and Aural Skills I (1)
- Jazz Survey (3)
- Advanced Audio/Video Production (3)
- Digital Media Production (3)
- Fundamentals of Lighting and Sound (3)

4 Semester Hours Selected From:

- Music Practicum (1)
- Music Industry Career Prep (1)
- Music Entrepreneurship (2)
- Music Administration (2)
- The Music Products Industry (2)
- Artist Development (2)
- Survey Recording Industry (2)
- Current Issues in Music Business (1)

INTERNSHIPS

Music Business students complete an internship as part of the fulfillment of the Bachelor of Music degree. In consultation with faculty, students secure an internship position which aligns with their specific area of interest in the industry.

Notable internship placements include the John F. Kennedy Center for the Performing Arts, Alfred Music Publishing, Disney, and Yamaha.

EMPLOYMENT

Students' diverse experiences within the interdisciplinary Music Business curriculum prepare them to pursue careers in music production or music management, as well as marketing, merchandising, and accounting.

Notable alumni job placements include Pacific Symphony (CA), Babygrande Records (NY), Hal Leonard Corporation, Guitar Center, and Lyric Opera of Chicago.

wiu.edu/musicbusiness

MUSIC BUSINESS MAJOR

Music Core

- Music Theory I, II, III, IV
- Piano (level II competency)
- Conducting
- Music History I, II
- Applied Lessons
- Ensembles

Business Core

- Introduction to Computers I
- Spreadsheet and Database Applications
- Introduction to Accounting
- Principles of Microeconomics
- Principles of Management OR Business Communications
- Marketing Principles

Music Business

- Introduction to Music Business
- Music Industry Career Preparation
- Music Publishing
- Current Issues in Music Business
- Electronic Music OR Introduction to Audio/Video Production
- American Pop Music
- Internship (1 semester)

Directed Electives

Select 16 semester hours, 7 of which must be in music.

General Education

43 semester hours in Communication Skills, College Writing, Natural Sciences and Mathematics, Social Sciences, Humanities, Multicultural Studies, and Human Well-Being.



MUSIC BUSINESS STUDENTS PREPARE FOR THEIR "SHOWCASE AT SUNDOWN" PRODUCTION