MUSIC BUSINESS PROGRAM

What does the University of Colorado Denver (CU Denver) Music Business program entail?
We complement extensive music business education with course work in music performance, musicianship, and audio engineering. The business curriculum covers many facets of the industry, including music marketing, artist management, new business models, legal issues, and the concert business, among other subjects. Focusing on the industry’s present growth and emerging trends, CU Denver’s Music Business program is designed for students interested in utilizing their creative and entrepreneurial talents.

Is there an application process for admission to the program?
There is a competitive process for gaining admission to the overall CU Denver Music & Entertainment Industry Studies program. More information may be obtained by contacting CAMadvising@ucdenver.edu. The Music Business emphasis/focus itself does not have an application entrance process. Prior music training is not required.

Can you give me some examples of the type of employment your graduates are finding?
Graduates have succeeded in a wide range of companies, including Universal Music, the Warner Music Group, TAG (The Agency Group) artist management, the William Morris agency, Sony Music, AEG Live, and Live Nation. Our alumni work in artist, venue, and tour management; music and entertainment law; digital music marketing and distribution; and as independent entrepreneurs.

What kind of environment can I expect?
We cater to the individual, encouraging exploration of our course work and the industry. Unlike programs that churn out students with a single skill set, trained for one particular type of profession, our program supports entrepreneurship – on both academic and professional levels.

What do you want to be? We’ll help you get there.

What sets CU Denver’s Music Business program apart from similar programs at other institutions?
In our program we explore, critically examine, and apply the skill sets needed to be successful in the music business. Students network and interact with future colleagues and industry professionals.

Unlike many other Music Business programs, we are housed within an accredited music department and require all students to gain at least a fundamental understanding of performance and musicianship. Such an understanding provides a performer’s perspective and builds credibility for the aspiring business professional. Furthermore, our program gives students hands-on experience in the industry through the student-run CAM Records label and a variety of internship opportunities. And along the way we round out our students’ education by giving them three semesters of audio engineering course work, also expanding their understanding of the industry.

What if I still have questions about Music Business?
Please contact Professor Chris Daniels at chris.daniels@ucdenver.edu or 303-352-3866.

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