

Music Business

PROGRAM OVERVIEW Drake is one of a few institutions that offers the Bachelor of Music degree with a business elective. Students are able to balance interests in music with a strong secondary concentration in business. Business courses are offered through a special cooperative arrangement with the College of Business and Public Administration.

Candidates for the Bachelor of Music degree with elective studies in business are prepared for full-time work in the field of music business with a concentration in marketing/retailing. A professional internship is required during the junior or senior year. There are excellent opportunities in the greater Des Moines area for these internships.

FACULTY A number of faculty from the College of Arts and Sciences and the College of Business and Public Administration, are involved in the teaching of this program.

ACADEMIC PREPARATION There are no prerequisite high school courses or requirements needed for enrollment in the Bachelor of Music with elective studies in business program, but student should have a well-rounded academic high school curriculum, preferably with some advanced math courses.

REQUIREMENTS FOR MAJOR The candidate must complete a minimum of 132-133 credit hours: 20 hours in applied music, 30 hours in music theory/history, 27 hours in business, and eight hours in ensemble, plus the Drake Curriculum and free electives. No recital is required for this degree; however, with the approval of the instructor and applied faculty in the area, the student may elect to give a 25-minute senior recital.

DRAKE CURRICULUM The Drake Curriculum, required of all undergraduates, is designed to help students meet personal and professional goals as they acquire fundamental knowledge and abilities in ten Areas of Inquiry, including communication, critical thinking, artistic experience, historical consciousness, information and technology literacy, international and multicultural experiences, scientific and quantitative literacy, values and ethics and engaged citizenship. Students work closely with their academic advisers to craft a program of study in general education that prepares students for civic and professional leadership.

The Drake Curriculum also requires first-year seminars, which foster development of critical thinking and written and oral communication skills through a topical focus; and a Senior Capstone, in which students demonstrate the capacity to bring information, skills and ideas to bear on one project.

INTERNSHIPS & OPPORTUNITIES All students in the Bachelor of Music with elective studies in business program must participate in an internship. There are excellent opportunities in the greater Des Moines area for these internships.

CAREER OPTIONS Candidates for the Bachelor of Music with elective studies in business program are prepared for full-time work in the field of music business with a concentration in marketing/retailing, such as concert management and music business.

HOW TO REACH US

WRITE

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