



College of Business

2022-2023

Marketing B.B.A. Degree

Music Marketing Concentration

Marketing is increasingly the critical force driving today's successful business. Marketing is at the core of overall strategy for manufacturers, service companies, and not-for-profit institutions. Every successful organization recognizes an effective marketing program as a necessity for providing a high level of customer satisfaction and in turn the achievement of organizational goals. All organizations seek highly motivated, professionally educated marketing specialists to design and execute their customer driven marketing programs.

This is your opportunity to become a member of the marketing team in an organization (industry) that truly interests you, such as: professional sports teams, lodging, travel, tourism, art institutes, entertainment, museums, health care, religious and human services organizations, charitable institutions, music merchandising, and the traditional manufacturing and retail trades.

Careers in marketing fields are expected to grow much faster than the average for all occupations according to U.S. Bureau of Labor Statistics. Of the many career paths chosen by business graduates, marketing is the single largest employment category in the U.S. labor force.

Music Marketing

Customer service manager, trade show representative, sales manager, music producer, record company producer. Salary range: \$24,000 to \$120,000. Responsibilities include handling all aspects of promotion, sales and production of music. The career path usually begins in sales and customer service and progresses to upper level management. Entry into the field requires a bachelor's degree and interest or talent in music.

The Marketing Club

Affiliated with the American Marketing Association and open to marketing and other business students.

For More Information

College of Business
214 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-1377
<https://business.eku.edu/>

Students interested in a marketing major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



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Suggested Curriculum Guide for Music Marketing Concentration

Freshman (1st Semester) 16 hrs

- BUS 100* (1)** Professional Development Series
- BUS 101** Nature of Business
- E-1A*** ENG 101
- E-2 MAT 112A/B, 114** Algebra & Applications or
MAT 211 Calculus
- E-6** Diversity
- E-3A** Arts

Sophomore (1st Semester) 15 hrs

- BUS 200 (1)** Professional Development Series
- BUS 209** Fundamentals of Financial & Managerial ACC
- ECO 230** Fundamentals of Microeconomics (Element 5B)
- BUS 207** Fundamentals of Interpersonal Business Comm.
- E-4A** Biological or **E4B** Physical Lab Science
- Free Elective** (Non-Business 2 hrs)

Junior (1st Semester) 15 hrs

- BUS 300 (1)** Professional Development Series
- BUS 302** Essentials of Finance
- BUS 303** Essentials of Organizational Behavior and HR
- BUS 305** Essentials of Marketing
- MUS 191* (2)** Music Industry II
- ECO 231** Fundamentals of Macroeconomics

Senior (1st Semester) 15 hrs

- BUS 400 (1)** Professional Development Series
- MUS 390*** Music Industry III
- Upper Division Marketing Elective (3)**
- Upper Division Marketing Elective (3)**
- E-6** Diversity
- Free Elective (2 hrs)**

Freshman (2nd Semester) 15 hrs

- BUS 206** Fundamentals of Problem Solving with Excel
- E-1B*** ENG 102
- E-1C** CMS 100 or 210
- E-4A** Biological or **E-4B** Physical Lab Science
- E-5A** History

Sophomore (2nd Semester) 15 hrs

- BUS 204** Fundamentals of Business Law and Ethics
- STA 270 (4)** Applied Statistics
- BUS 304** Essentials of Management Information Systems
- BUS 301W** Essentials of Formal Business Comm.
- MUS 190* (2)** Music Industry I

Junior (2nd Semester) 14 hrs

- BUS 306** Essentials of Operations and Supply Chain
- Upper Division Marketing Elective (3)**
- Free Elective (3 hrs)**
- E-3B** Humanities
- MUS 290* (2)** Film Scoring

Senior (2nd Semester) 15 hrs

- BUS 402** Integrated Business Management
- MUS 391*** Music Industry IV
- Upper Division Marketing Elective (3)**
- Upper Division Marketing Elective (3)**
- Free Elective (3 hrs)**

*Course must be taken in semester indicated.

UNIVERSITY GRADUATION REQUIREMENTS

General Education	36 hrs
Student Success Seminar (BUS 100)	1 hr
Total Hours University Graduation Requirements	37 hrs
Professional Development Series.....	3 hrs
BUS 200, 300, 400	
Nature of Business: BUS 101.....	3 hrs
Fundamentals Series: Environment and Tools of Business.....	12 hrs
BUS 204, 206, 207, 209	
Essentials Series: Functions of Business: BUS 301W, 302, 303, 304, 305, and 306.....	18 hrs
Mastery of Business: BUS 402.....	3 hrs
Supporting Course Requirements	7 hrs
Environment of Business: ECO 230 (^G Element 5B) and 231	
Tools of Business: MAT 112A and 112B (^G Element 2), 114(^G Element 2), or 211(^G Element 2), STA 270	
^G = Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.	
Marketing Requirements:	
Music Marketing Concentration	27 hrs
MUS 190(2), 191(2), 290(2), 390(3), 391(3), and 15 hrs from: MGT 330, MKT 306, 310, 349, 400, 401, 404, or 420.	
Free Electives (Non-Business)	10 hrs
Total Curriculum Requirements	120 hrs