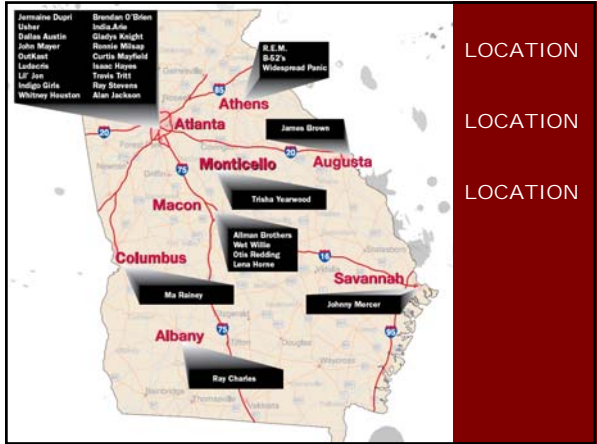


The UGA MUSIC BUSINESS PROGRAM



MUSIC MEANS BUSINESS



LOCATION
LOCATION
LOCATION

Athens Music Scene



REM @ 40 Watt Club



Drive By Truckers @ AthFest

- ✓ #1 College Music Scene- Rolling Stone
- ✓ 600 Local Bands- Most per capita in US
- ✓ More than 50 Local Music Venues
- ✓ Major State University with 35,000 Students
- ✓ Vibrant Downtown located adjacent to UGA


Economic Impact

The UGA Music Business Program is a response to a growing opportunity within the state of Georgia. The annual economic impact of the music industry in Georgia:

- \$ 2 Billion in Gross Sales
- 10,000 jobs
- \$94.7 Million in Tax Revenues



Hodgson School Of Music
University of Georgia
Athens, GA

Terry College of Business
Brooks Hall
Athens, GA
University of Georgia

Solution for Students

"The Music Business program is a venture between the Terry College of Business and the Hodgson School of Music. Some might think those are strange bedfellows, but they're not – and that's the point. We're integrating business with music."

"The program provides real-world experience in producing records, managing artists, publishing music and negotiating contracts."

Administrative Director



Bruce Burch with Reba McEntire

Academic Director



Steve Dancz with Quincy Jones

The UGA Music Business Program is 100% privately funded.



Other Music Business Programs

Belmont University- Nashville
Berklee College of Music- Boston
NYU Music Business School
University of Miami- Frost School
Loyola University- New Orleans
Columbia College- Chicago

The UGA Music Business Certificate Program is Open to ALL UGA Students

- ✓ Don't Have to be in Business School
- ✓ Don't Have to be in School of Music
- ✓ Don't Have to have Musical Talent
- ✓ Must Have a Passion for Music

MBP Course Requirements

2 Capstone Classes

4 Foundation Classes

1 Elective out of 15 Select Courses

21 Total Course Hours for Certificate

Course Curriculum

Externships

Guest Lecturers

Music Industry Panels

Pro Tools Recording Lab

Student-run Record Labels

Community Organization Support

Concert Promotion & Event Production

Student Externships = Real World Experience



Guest Lecturers



Bertis Downs
R.E.M.'s Manager



Scott Siman
Tim McGraw's Manager

Guest Lecturers



John Keane
Producer for REM, Widespread
Panic, Indigo Girls, & many others



Eddie Owen
Owner of Eddie's Attic in Atlanta

Music Industry Panels



Atlanta Panels at the Executive Education Center
in Atlanta, GA

AthFest Music Business Panels



Newest Classes-

Pro Tools Recording Lab



STUDENT RUN RECORD LABEL



Community Organization Support

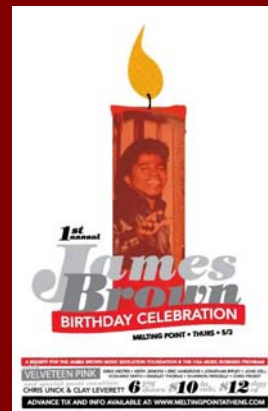
Ashford Manor AthFest Music and Arts Festival
Boys and Girls Club Dallas Austin Foundation
Nuci's Space State Botanical Gardens UGA Idol



UGA Salsa Band at Music Business Program's concert series benefiting Nuci's Space



Concert Promotion and Event Production



Future of Program

CREATE NEW

Performance Venue and Recording Studio

Film Production Facility

Athens Music Museum

Executive Education Program

*Become Full Degree
Entertainment, Music, &
Media Business Program*

Helpful Links

<http://culturalpolicy.uchicago.edu/pdfs/CMCFullReport.pdf>

http://www.williams.edu/Economics/ArtsEcon/Documents/Seattle_Music_StudyFinal.pdf

<http://www.seattle.gov/music/impactstudy.htm>

<http://www.nashvillechamber.com/president/musicindustryimpactstudy.pdf>

<http://www.georgia.org/NR/rdonlyres/621B7124-0B8D-4E3A-95F7-5AE39AC0A7F1/0/G>

<http://www.austincc.edu/techcert/XP%20Gaming%2009-26-06.pdf>

<http://culturalpolicy.uchicago.edu/pdfs/CMCFullReport.pdf>