



TMEA
2016 Clinic Convention

**What You Should
Know About Music
Business Degrees
And Don't**

Saturday, 2/13/2016
12:30 PM – 1:30 PM
Room: CC303

Presenter:

Dr. Fred Kersten

Presentation online:

<http://fredkersten.com/Music%20BusinessTMEA16WebPage/TMEA16MusicBusiness.htm>

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What You Should Know About Music Business Degrees And Don't

Presentation oriented towards BOTH Secondary Students and Secondary Teachers!

Questions to Ask Yourself, Research, and Answer.

*WHO AM I??

*WHY AM I A STUDENT WHO SHOULD CONSIDER A MUSIC BUSINESS DEGREE??

*WHAT INTERESTS, ABILITIES, OBJECTIVES, AND CAREER GOALS DO I HAVE THAT WILL BE FURTHERED BY A MUSIC BUSINESS DEGREE?

Music Business, Music Performance, or Music Education-Which Do I Select?

Do you want to be a music teacher?

Pros: Music Education Tenured Faculty-Public Schools--Music Education used to be secure; get job, teach majority of life, pension, settled in community, raise family, direct a band or chorus, taught private lessons.

Cons: Education degrees can take five years to get masters. Education majors will be required to take necessary education courses. Continued education to keep with trends.

Do you want to be a performer?

Pros: Constantly performing and expressing creativity, can play with exciting bands, constant accolades to your musical abilities.

Cons: Gigs might be sporadic, many not are secure, have to continually practice, try to locate gigs, no pension. Travel on the road extensively.

Which students should consider a music business degree?

- Love music and have the ability to appreciate it as a business as well as the artistic passion.
- Communicate well with others!
- Care about helping other people develop through bringing services and products to them and their families.
- Do not want to be a professional performer full time; do not want to teach.
- Are good with figures, communicate well with people, enjoy personal outreach,
- data oriented.

Source: <http://www.allbusinessschools.com/business-careers/article/career-in-music-business/>

What Do I Look For In A Good School?

WHAT DO I LOOK FOR IN A GOOD SCHOOL?

- *Outreach experience opportunities while on campus!
 - *Certification, Accreditation.
 - *Alumni Music Business Participation and Communication.
 - *Intense interaction opportunities while you are a student—local and external music business professionals.
 - *A college that allows access to a music studio, a record label, a radio station, hands-on activity.
 - *Incorporated music business internships throughout the curriculum, for real time experience.
 - *Faculty who have extensive experience in music business!
- Source: paraphrased and quoted from Heather McDonald, Music Careers Expert.
 “Before You Apply to Music School”
<http://musicians.about.com/od/educationandexperience/bb/applytomusicsch.htm>

The Internship It's Vital Value and Importance

Benefits:

1. Music Business Experience.
2. Learn Standard Practices.
3. Build Confidence.
4. Network and make contacts.

Source: Heather McDonald on the Internship “Reasons You Should Do a Music Business Internship” <http://musicians.about.com/od/music-business-job-interviews/tp/Reasons-You-Should-Do-A-Music-Business-Internship.htm>
 Great source to read!

Belmont Internships – Outstanding to note as a model to look at and follow in selecting an outstanding music business program incorporating this essential element.

Belmont's Outstanding Music Business Internship Program!

- “*Several tracks to prepare students for work in varying sectors of the music industry.
- *Faculty of professionals with experience in varied music business fields.
- *Students do not have to be music performers to seek a music business education.
- *Distinct advantage for students who know they want to work exclusively on the business side of things.
- *Internship program is one of the biggest selling points of the degree, and is one of the things for which the school is most well known.

*Virtually any student who wants to perform an internship gets the chance to do so!

*CAN Start in junior year.

*Internships can range from local jobs to internships around the world.

*Students can perform up to ten internships for academic credit during their time at Belmont.

*Nashville location--full advantage.

*Students get plenty of opportunities to experience the music industry first hand locally. Belmont Café available, which host an open mic night for Nashville artists as well as putting on local and touring bands.

*Belmont operates two recording studios.

*The Belmont Studio is A fully functioning studio where artists such as Sheryl Crow and Dave Matthews have recorded.

*Belmont works with "Country Music Hall of Fame" to run RCA Studio B, where Elvis and others have recorded.

Source: paraphrased and quoted from Heather McDonald, Music Careers Expert.
 “Belmont University Mike Curb College of Entertainment and Music Business”
<http://musicians.about.com/od/educationandexperience/p/belmontuni.htm> “

Music Business Success Indicators

- What are your musical aptitudes/skills for music business??
- Can you play at a high level proficiency?
- *IS THAT IMPORTANT??* Appreciate Dedication and Frustration of Developing and Maintaining Musical Skills? (OF OTHERS!)
- Are You Data Oriented?
- How Well Do You Work with Computers?
- Are you skilled editing Digital Audio?
- Can you work with MIDI and Multimedia Software?
- Are you good at math?
- Can you balance a checkbook?
- Can you develop a personal budget, explain it, and stick with it?
- What type of leadership activities are/were you involved with at the high school level?
- Can you write well and publicize a band
- Do people look to your personality as a friend and leader?

Top Tips for Success in the Music Business with Dan Kimpel

YouTube Video

https://www.youtube.com/watch?v=U9BmiUt_HBE

“1 Be easy to reach and responsive to communication; In music business changes and decisions made in lightning speed.

2. Everything in your career will be a direct result of a personal contact. Networking in a social environment...important qualities going to shows being able to talk to and be able to communicate easily with others in a variety of situations.

3. Know your history. How did you develop? What aspects of your life are applicable to music business engagement? Openness to new styles. How do you react to newness?

4. Establish a Strong Brand. Telling your Story and giving an Audience something they can identify with. Do something that can make you memorable. Your website, photos, business card should be impressive and notable.

5. Connecting to your audience: Who are they? Analytics, who are you trying to connect with, age, abilities, market you wish to serve, who you want to buy your services?

6. Looking the Part, This is a Visual Era. Project a strong video image. Make yourself memorable. After someone meets you what do they remember? Dress, personality, first impressions.

7. Becoming Proactive in your self-education. Know the language of music business: terms, concepts, current product promotions.

8. Everyone Wants to Get on the Train that's Running. Timing is everything. As new events develop be flexible to become a part of what is popular. Repetition equals retention. The more clients and potential connections hear repetitions of your references and abilities, the more they will remember you.

9. Before anyone helps you, You have to help others. Before people will help you they have to like you first. Are you the type of person that other people want to support? Display compassion, interest in others and desire to see others succeed and demonstrate this! Not just the most talented, musical, intelligent individual will succeed in music business.

10. The Music Business is a People Business. Connect to others, share history and growth of others as genuine concern. “ Source Dan Kimpel, YouTube Video.”

https://www.youtube.com/watch?v=U9BmiUt_HBE

Why Get A Music Business Degree?

McDonald Quote “You do not need a degree to work [in the music industry](#). That's the short answer, however, in reality, it's not really that simple. The answer really comes down to [what music industry job](#) you want to get and what your goals are. Let's look at it like this. If you plan to start your [own record label](#), [promotions company](#), management firm or some other music related business, you don't need a degree to get the job. That's

not to say a degree may not help you - after all, having a business education, for instance, will acquaint you [with things like writing a business](#) plan, budgeting and accounting. Further, if you are looking for outside investment, having a decent educational background on paper may help convince some purse string holders to take a chance on you. However, many a thriving music business has been started by someone who struggles to calculate a tip after a meal but has an ear for good music. To that end, many people who run [music businesses](#) don't require degrees from the people they hire. What really wows them is experience.”

Source: *Do I have to have a Music Business Degree*--Heather McDonald—
<http://musicians.about.com/od/educationandexperience/f/musicdegree.htm>

What Courses Will I Take?

“At the undergraduate level, coursework can focus on the fundamentals of the business, including how music companies operate, how bands are marketed and managed, how music is commercialized and how the Internet is changing the nature of the industry. Core business principles, including accounting, finance and economics, may also be included. Some programs focus on music technology as well as business, so students could learn how music recording, editing, mixing and composing is accomplished.”

Source:

http://learn.org/articles/Music_Business_College_and_Degree_Program_FAQs.html

General Classification of Music Business Courses

- *Business of Music.
 - *Music Business Technology.
 - *Legal Aspects of the Music Industry.
 - * Copyright Laws.
 - * Music Advertising.
 - *Business Accounting.
 - *Music Publishing.
 - *Management Principles.
 - *Artists' Rights.
 - *Music Merchandising.
 - *Recording Techniques.
- *Many schools with a regular business program may provide accounting, economics, marketing as business but not MUSIC business courses.

Good Resource to Note Illustrations of Courses Required

Belmont University Music Business Curriculum

<http://www.belmont.edu/catalog/undergrad2014jun/cemb/mbu/index.html>

Music Business Degrees Offered

Bachelor's degree programs award a Bachelor of Science, a Bachelor of Arts or a Bachelor of Music in Music Business. Bachelor's degree programs often allow you to minor in subjects such as music production or marketing. Music business programs provide you with many opportunities to sharpen your skills in the music industry, usually through internships with music labels or companies. Some schools house their own recording companies or school radio stations that you can volunteer at to gain experience.

Resource Links to assess typical Music Business program courses and four year layout at Mankato University.– <http://www.mnsu.edu/musicindustry/check-list-for-bsmi.html>

How Much Will I Make?

A great source of information can be located through the Berklee School of Music. Titled: “The Music Salary Guide it provides a comprehensive look at potential salaries throughout the music industry. The address for download is:
http://www.berklee.edu/pdf/pdf/studentlife/Music_Salary_Guide.pdf

Check out Learn.org for their excellent article: “What Are Entry-Level Jobs in the Music Business? The following quoted information will give an illustration of the type of positions that are available.
http://learn.org/articles/What_are_the_Common_Entry_Level_Jobs_in_the_Music_Business.html

“Artist Management

The BLS reports that agents and business managers of artists, performers and athletes will experience 10 percent job growth over the 2012-2022 period, which is about average. While the average wage for this profession was \$88,620 in May 2012, the bottom 10 percent made \$27,500 or less. In addition, the top 10 percent made \$187,199 or more a year. The agents and managers for artists, athletes, entertainers and other public figures industry paid these workers \$96,120 on average, while promoters of performing arts, sports and similar events offered an average wage of \$68,260. source.

http://learn.org/articles/What_are_the_Common_Entry_Level_Jobs_in_the_Music_Business.html

Music Marketing and Sales

An entry-level position in music sales and marketing can be your opportunity to gain the relevant skills and knowledge for advancement into management. Many employers require an associate's degree or even a bachelor's degree, such as the Bachelor of Science in Marketing. Some responsibilities may include:

- *Promoting artists
- *Creating Internet branding for artists and record labels
- *Conducting market research

Job Outlook and Salary

Competition for positions in music sales and marketing is very intense. Individuals with formal training and a strong interest in music have an advantage. The BLS predicts that market research analyst employment in general will increase 32% over the 2012-2022 decade, which is much faster than average. Job growth for sales managers and marketing managers are expected to be at rates of eight percent and 13 percent, respectively.

In May 2012, the BLS reported average wages of \$129,870 for marketing managers and \$119,980 for sales managers. Market research analysts and marketing specialists earned \$67,380 on average at that time.

Sound Engineering Technician

Sound engineering technicians work in a variety of job settings, including recording studios and live concert events. They operate machines, computers and equipment, and they synchronize, mix and reproduce music, voices and sound effects. Many technicians gain formal training by enrolling in a community college and earning an associate's degree, such as the Associate of Applied Science in Electronics. There also non-degree programs available.

Typical job duties for sound engineering technicians may include:

- *Consulting with performers, producers and engineers
- *Setting up, testing and adjusting the recording equipment
- *Mixing and editing music during live events

Job Outlook and Salary

The Bureau of Labor Statistics (BLS) estimates that sound engineering technician employment would only have a one percent increase over the 2012-2022 decade and that there will also be strong competition. Sound engineering technicians made \$55,340 on average in May 2012, with most technicians making between \$22,810 and \$97,700. Industry-specific average wages were \$45,340 for the sound recording industries and \$48,580 for radio and television broadcasting.”

NAMM Contributions

The National Association of Music Merchants provides fantastic opportunities for exploring the world of music business. The links below will give a realistic and opulent view of the possibilities of employment in the world of music business and resources for education and involvement. The below links can be accessed and are current.

National Association of Music Merchants. <https://www.namm.org>

NAMM Young Professionals. <https://www.namm.org/membership/namm-young-professionals>

NAMM Generation NeXT. <https://www.namm.org/thenammshow/2014/generation-next>

NAMM Music Foundation <https://www.nammfoundation.org/>

Accreditation

Accreditation can be important to look for as it illustrates some type of evaluation from an outside agency.

ABET- Accreditation Board For Engineering and Technology.

<http://www.abet.org/accreditation/why-abet-accreditation-matters/>

- *Accreditation is a voluntary, peer-review process.
- *Programs to undergo comprehensive, periodic evaluations.
- *Conducted by teams of volunteer professionals.
- *Key-programs continuously improve the quality of education provided.
- *Set specific, measurable goals for their students and graduates.
- *Accreditation also helps students and their parents choose quality college programs, enables employers and graduate schools to recruit graduates they know are well-prepared and is used by registration, licensure and certification boards to screen applicants.
- *ABET is a not-for-profit organization, owned and operated by its more than 25 professional and technical member societies.

AACSB International <http://www.aacsb.edu>

The Association to Advance Collegiate Schools of Business is the premier accrediting agency for bachelors, masters, and doctoral degree programs in business administration and accounting.

NASM <http://nasm.arts-accredit.org/index.jsp> Another consideration when choosing music business degree programs is whether a school has been accredited by the National Association of Schools of Music (NASM). Although NASM accreditation is not the defining factor for a school for music business's integrity, an institution that is part of the NASM adheres to independently established national standards for high-quality undergraduate and graduate education.

ACCSC <http://www.accsc.org> Accrediting Commission of Career Schools and Colleges. As an accrediting agency recognized by the U.S. Department of Education, ACCSC has continually demonstrated that it is a valid and reliable authority on the assessment of education quality. ACCSC's scope of recognition with the U.S. Department of Education includes the accreditation of postsecondary, non-degree-granting institutions and degree-granting institutions that are predominantly organized to educate students for occupational, trade and technical careers

Areas of Music Business

Western Illinois lists and illustrates the various areas in music business and provides a comprehensive explanation of each area. Note this information at:

http://www.wiu.edu/cofac/musicbusiness/areas_musicbusiness.php Quoted definitions from this site follow:

“Artist Management - Artist managers assist musicians and bands in planning their careers and they may be in business independently or work for established organizations.”

“Arts Administration - As opposed to the for-profit commercial side of the music

industry, arts administration focuses on the nonprofit side of the music industry featuring repertoire and organizations associated with the symphony orchestra, opera, ballet, chamber and chorus music, and additional performing arts.”

“Music Products - Many individuals who love music choose to enter the music products industry. They may work at a manufacturer, a retailer or print publisher.”

“Music Publishing - At the root of every piece of music is a set of copyrights; one for the underlying song (usually owned by the songwriter/composer and/or the publisher) and one for the recorded performance of the song (usually owned by the recording artist and/or the record label. Music publishing most directly follows how money is generated through the uses of songs. Publishers' main job is to acquire copyrights through signing songwriters or purchasing established catalogs, administer those copyrights through registration processes, and exploit those copyrights through issuing licenses for different uses of the compositions. Such uses include reproduction and distribution, preparation of derivative works, public display, public performance, and performance via digital audio transmission. Fees are either set or negotiated; publishing is considered more recession proof than other areas due to the income generated through using copyrighted music.”

“Recording Industry - While the music business industry in general is an area of ongoing change, nowhere is this more felt than in the recording industry. Peer to peer downloading has forever changed the recording industry and record labels are in the middle of a major transition from an industry that predominantly manufactured and distributed physical product to a digital one.”

“Concert Promotion - Touring is an important way for musicians to make money throughout their career.”

References

Choosing a Music Business School

<http://www.allbusinessschools.com/business-careers/article/music-business-degrees/>

Music Business Journal

<http://www.thembj.org>

AACSB International | The Association to Advance Collegiate Schools of Business

<http://www.aacsb.edu/>

Accreditation | Belmont University | Nashville, TN

<http://www.belmont.edu/cemb/accreditation.html>

Music business school programs – Bing

<http://www.bing.com/search?q=Music+business+school+programs&mkt=en-us&refig=1b3bbe27ca0d4d4ea3865fcc06acdd72&pq=music+business+school+programs&sc=0-24&sp=-1&qsn=&sk=&cvid=1b3bbe27ca0d4d4ea3865fcc06acdd72&first=155&FORM=PERE5>

Music Combined With Business

<http://stetson.edu/other/academics/programs/music-combined-with-business.php>

Course Descriptions - Music business

<http://www.wiu.edu/cofac/musicbusiness/descriptions.php>

Welcome to Music Business - Music Business - Western Illinois University.

RESOURCES

<http://www.wiu.edu/cofac/musicbusiness/>

Music Business Related Websites

http://www.wiu.edu/cofac/musicbusiness/related_websites.php

Welcome to Music Business - Music Business - Western Illinois University GOOD

SOURCES!!! <http://www.wiu.edu/cofac/musicbusiness/>

Film and Music Industry Studies Faculty + Staff | College of Music + Fine Arts | Loyola University New Orleans <http://cmfa.loyno.edu/music-industry-studies/bios>

Music Industry Studies (BS) | Hayes School of Music | Appalachian State University

<http://music.appstate.edu/academics/undergraduate-degrees/music-industry-studies>

Top Music Business Programs | Good University Ranking

Guide <http://whichuniversitybest.blogspot.com/2011/04/top-music-business-programs.html>

Music Management Schools and Colleges in the U.S. GREAT

http://study.com/music_management_schools.html

BS in Music Industry | The College of Saint Rose

<http://strore.edu/academics/schoolofartsandhumanities/music/bsinmusicindustry>

South Carolina State University

<http://www.scsu.edu/undergraduateprograms/music.aspx>

Music Industry < 2015-2016 Catalog | Drexel University <http://catalog.drexel.edu/undergraduate/collegeofmediaartsanddesign/musicindustry/>

Music - Music Business Program. IMPORTANT
<http://www.lvc.edu/music/program-music-business.aspx>

Kennesaw State University's Music and Entertainment Business
<http://www.kennesaw.edu/mebus/>

University of Miami - Department of Music Business and Industry
<http://music.miami.edu/programs/mbei/mbei.html>

School of Music | Music Business, Florida International University
<http://carta.fiu.edu/music/academics/programs/music-business/>

School of Music - Belmont University | Belmont University | Nashville, TN
<http://www.belmont.edu/music/>

Music Industry – UG Catalog - University of Memphis GOOD REQUIREMENTS
http://www.memphis.edu/ugcatalog/collegeprog/ccfa/mus_industry.php

Music | Music | College of Arts, Media and Design | Northeastern University
<http://www.northeastern.edu/camd/music/academic-programs/bs-in-music-industry/>

City Colleges of Chicago - CHECK OUT COURSES
<http://www.ccc.edu/colleges/washington/programs/Pages/Music-Business-Basic-Certificate.aspx>

City Colleges of Chicago - Harold Washington - Music Business Basic Certificate Music Business
<http://www.ccc.edu/colleges/washington/programs/Pages/Music-Business-Basic-Certificate.aspx>

Music Business | Majors | Illinois State
http://illinoisstate.edu/majors/details.php?f=music_business.xml&p=%2Fmajors%2Fcfa%2F

What Are the Best Music Business Schools? GREAT!!!
http://learn.org/articles/What_Are_the_Best_Music_Business_Schools.html

Elmhurst College: B.M. or B.S. in Music Business
<http://www.elmhurst.edu/music/1299482.html>

Alamo Colleges : San Antonio College : Academics : Programs : Music Business
<http://www.alamo.edu/sac/music-business/>

Music Business - Frost School of Music | Frost School of Music
http://www.miami.edu/frost/index.php/music_business/

Music Business | Middle Tennessee State University
<http://mtsu.edu/programs/music-business/>

music business program | CompareTopSchools.com
[http://www.comparetopschools.com/music-degrees/default21.aspx?utm_source=bing&utm_medium=cpc&utm_campaign=ybo&utm_content=b&utm_term=%20+music%20+business%20+program&affiliate_code=cts_ybo_music&subid=%20+music%20+business%20+program+b+t+bb+music%20business%20school%20programs+25039980648+5920767278&utm_source=bing&utm_medium=cpc&utm_campaign=%5BS%5D%20CompareTopSchools%20-%20Music%20\(Beta\)&utm_term=%20+music%20+business%20+program#subject](http://www.comparetopschools.com/music-degrees/default21.aspx?utm_source=bing&utm_medium=cpc&utm_campaign=ybo&utm_content=b&utm_term=%20+music%20+business%20+program&affiliate_code=cts_ybo_music&subid=%20+music%20+business%20+program+b+t+bb+music%20business%20school%20programs+25039980648+5920767278&utm_source=bing&utm_medium=cpc&utm_campaign=%5BS%5D%20CompareTopSchools%20-%20Music%20(Beta)&utm_term=%20+music%20+business%20+program#subject)

Music Industry | USC Thornton School of Music
<https://music.usc.edu/departments/industry/>

Music Business | College of Contemporary Music
<http://mi.edu/degrees-programs/industry-programs/music-business/>

Music Business - Berklee Online <http://online.berklee.edu/music-business>

Music Business Master's Program - Programs - Music Business - NYU Steinhardt
<https://steinhardt.nyu.edu/music/business/programs/graduate>

Music Business - NYU Steinhardt <http://steinhardt.nyu.edu/music/business>

What is Included in a Music Degree Program?
<http://www.allbusinessschools.com/business-careers/article/career-in-music-business/>

Accreditation | Belmont University | Nashville, TN
<http://www.belmont.edu/cemb/accreditation.html>

Why studying the music business industry in college is good for you!
<http://musicbiz101wp.com/why-studying-the-music-business-in-college-is-good-for-you/>

Which students should consider a music business degree?
<http://www.allbusinessschools.com/business-careers/article/career-in-music-business/>

ALL BUSINESS SCHOOLS-MUSIC BUSINESS DEGREE & CAREER GUIDE
<http://www.allbusinessschools.com/business-careers/article/career-in-music-business/>

ASSESSING WHETHER YOU WISH TO TEACH MUSIC OR PERFORM

http://www.vicfirth.com/education/articles/kurzawa_11-8-07.html

Music Business Degree Programs

<http://www.allbusinessschools.com/business-careers/article/music-business-degrees/>

Music Business Career Definitions

<http://www.allbusinessschools.com/business-careers/article/music-business-degrees/>

Good Information.

<http://www.allbusinessschools.com/business-careers/article/career-in-music-business/>

Ranked Best Music Business Schools

http://study.com/articles/Best_Music_Business_Schools_List_of_Top_Schools.html

...good site

<http://musicbusinesspage.com/2008/05/27/do-you-need-a-music-business-degree-in-order-to-work-in-the-music-industry/>

Music Internship---VERY GOOD! Read for its value.

<http://musicians.about.com/od/music-business-job-interviews/tp/Reasons-You-Should-Do-A-Music-Business-Internship.htm>

Music Business tweet site <http://musicbusinesspage.com/2009/06/08/expression-college-for-digital-arts-music-business-school-spotlight/>

Main [Outline 1](#)

McDonald Do I need a degree to work in the Music Industry

<http://musicians.about.com/od/educationandexperience/f/musicdegree.htm>

Looking at Music Degree School--GOOD APPLING TO MUSIC BUSINESS SCHOOL--Links

[Heather McDonald Music Industry Careers Expert](#)

<http://www.belmont.edu/cemb/> Curb College of Entertainment and Business

McDONALD [Choosing a Music Industry Career 101](#)

Questions I should Ask my Music Business Professor

<http://musicians.about.com/od/educationandexperience/tp/Questions-To-Ask-In-Your-College-Music-Business-Classes.htm>

Reasons you should do a music business internship

Albright College Core Music Business courses <http://www.albright.edu/catalog/music-industry-studies.html>

Good Reasons for doing a Music Business degree

http://learn.org/articles/What_are_the_Common_Entry_Level_Jobs_in_the_Music_Business.html

Who should go into music business?

[../Music%20Business%20Research/What%20is%20Included%20in%20a%20Music%20Degree%20Program%3F.html](http://www.musicbusinessresearch.com/What%20is%20Included%20in%20a%20Music%20Degree%20Program%3F.html)

Accreditation ABET <http://www.abet.org/accreditation/why-abet-accreditation-matters/>

Internship Woes <http://www.thembj.org/2015/03/internship-woes/>

Areas of Music Business Definition Western Illinois

http://www.wiu.edu/cofac/musicbusiness/areas_musicbusiness.php

McDonald on Internships at Belmont

<http://musicians.about.com/od/educationandexperience/p/belmontuni.htm>

McDonald, Before you apply to a Music

School <http://musicians.about.com/od/educationandexperience/bb/applytomusich.htm>

USC Thornton School of Music Department of Music Technology, strong new program with emphasis on music business, music production, and music technology that encompasses the creative, technical and business aspects of professional music <http://music.usc.edu/departments/music-technology/>

About Dr. Fred Kersten

Dr. Fred Kersten is currently and has been for seven years an Online Graduate Facilitator for Boston University. He works with graduate music education majors around the world who are completing their masters and doctorate degrees in music education.

Fred holds five degrees in music and music education. He received the B.S. and M Mus degrees from Crane School of Music in Potsdam, New York. His M.S. in Elementary Education and Certificate of Advanced Study in School Administration are from SUNY, New Paltz in New York. The Doctorate (D Ed) in music education/administration was awarded by The Pennsylvania State University.

A veteran of public school music teaching in Choral, General and Instrumental areas, Fred has taught music from Nursery, and Kindergarten through Graduate Levels. His doctoral dissertation focused on Music for the Visually Impaired and was developed from his many years of teaching music to students with exceptionalities.

Interest in the recorder as a performing instrument led to study at Indiana University and he authored a book on Teaching Recorder that has been published by NAFME. His performance repertoire includes Bach, Handel, Telemann, and the vast repertoire of classical recorder literature.

His current interests are focused on music technology and his study of classical pipe organ, which was his dual major as an undergraduate in addition to clarinet and recorder.

