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## **LU Launches Music Business Degree**

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# LINDENWOOD

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## LU Launches Music Business Degree

Lindenwood University recently launched its third undergraduate degree program in Music—a Bachelor of Arts in Music Business. The new degree includes coursework in music, business, and communications and prepares the student to enter the competitive world of the music industry.

This program augments the already-established degree offerings in the discipline: the Bachelor of Arts in Music with K-12 teacher certification and the Bachelor of Arts in Music Performance. The undergraduate programs in Education and Performance offer instrumental or vocal emphases.

“The new degree in Music Business is designed for the student who is not necessarily interested in teaching or performing, but would still like to pursue a music-oriented career,” said Joe Alsobrook, assistant professor of Music at Lindenwood. “While the music industry is vast and there are many paths that students can follow, our goal is to provide coursework that gives our graduates a firm foundation to pursue their particular areas of interest.”

Alsobrook said those career paths include everything from venue administration and talent management to retail music sales, music publishing, promotions and even instrument repair.

“We spent approximately a year conferring with faculty members in the relevant academic disciplines, professionals in various aspects of the music industry as well as reviewing curricula at other colleges and universities before settling on Lindenwood’s curriculum,” said Alsobrook, “and we believe we have a solid program in place.”

Students majoring in Music Business will also be required to serve internships in the music industry.

“This ‘hands-on’ experience is invaluable and something future employers expect to see on a resume,” Alsobrook added.

For more information on the Bachelor of Arts degree in music business or any other undergraduate degree program, call the Lindenwood office of undergraduate admissions at 636-949-4949.

### Press Release Contact:

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