



College of Business

2023-2024

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 (E-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) 16 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 (3 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) 14 hrs

BUS 204 Fundamentals of Business Law and Ethics
STA 260 Business Statistics
BUS 304 Essentials of Management Information Systems
BUS 301 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.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.