

MBA MUSIC BUSINESS DEGREE

MBA MUSIC BUSINESS DEGREE PROGRAMS COMBINE THE RIGOROUS TRAINING OF A MASTER OF BUSINESS ADMINISTRATION WITH SPECIALIZED KNOWLEDGE IN THE MUSIC INDUSTRY. THESE DEGREES PREPARE STUDENTS FOR LEADERSHIP ROLES IN VARIOUS SECTORS OF THE MUSIC BUSINESS, INCLUDING ARTIST MANAGEMENT, MUSIC PRODUCTION, MARKETING, AND ENTERTAINMENT LAW. AS THE MUSIC INDUSTRY EVOLVES WITH TECHNOLOGICAL ADVANCES AND DIGITAL DISTRIBUTION, THERE IS A GROWING DEMAND FOR PROFESSIONALS EQUIPPED WITH BOTH BUSINESS ACUMEN AND A DEEP UNDERSTANDING OF THE MUSIC ECOSYSTEM. PURSUING AN MBA WITH A FOCUS ON MUSIC BUSINESS EQUIPS GRADUATES WITH CRITICAL SKILLS IN FINANCE, STRATEGIC MANAGEMENT, AND ENTREPRENEURSHIP TAILORED TO THE UNIQUE CHALLENGES OF THE MUSIC WORLD. THIS ARTICLE EXPLORES THE KEY ASPECTS OF AN MBA MUSIC BUSINESS DEGREE, INCLUDING PROGRAM STRUCTURE, CAREER OPPORTUNITIES, AND BENEFITS, HELPING PROSPECTIVE STUDENTS MAKE INFORMED DECISIONS. THE FOLLOWING SECTIONS PROVIDE A DETAILED OVERVIEW OF WHAT TO EXPECT FROM THESE SPECIALIZED MBA PROGRAMS.

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OVERVIEW OF MBA MUSIC BUSINESS DEGREE

AN MBA MUSIC BUSINESS DEGREE IS A GRADUATE-LEVEL PROGRAM THAT INTEGRATES TRADITIONAL BUSINESS EDUCATION WITH THE SPECIFIC NEEDS OF THE MUSIC AND ENTERTAINMENT INDUSTRY. THESE DEGREES FOCUS ON DEVELOPING LEADERSHIP, MANAGEMENT, AND ENTREPRENEURIAL SKILLS WHILE ADDRESSING INDUSTRY-SPECIFIC TOPICS SUCH AS COPYRIGHT LAW, MUSIC PUBLISHING, AND DIGITAL DISTRIBUTION. THE PROGRAM IS DESIGNED TO BRIDGE THE GAP BETWEEN CREATIVE TALENT AND BUSINESS STRATEGY, ENABLING GRADUATES TO NAVIGATE THE COMPLEXITIES OF THE MUSIC MARKET EFFECTIVELY.

PROGRAM OBJECTIVES

THE PRIMARY GOAL OF AN MBA MUSIC BUSINESS DEGREE IS TO PREPARE STUDENTS FOR EXECUTIVE ROLES BY PROVIDING COMPREHENSIVE KNOWLEDGE IN BOTH BUSINESS FUNDAMENTALS AND MUSIC INDUSTRY DYNAMICS. GRADUATES LEARN TO MANAGE MUSIC COMPANIES, NEGOTIATE CONTRACTS, DEVELOP MARKETING STRATEGIES, AND OVERSEE FINANCIAL OPERATIONS WITHIN A MUSIC CONTEXT. THE CURRICULUM FOSTERS CRITICAL THINKING, STRATEGIC PLANNING, AND INNOVATION TAILORED TO THE FAST-CHANGING MUSIC LANDSCAPE.

PROGRAM DURATION AND FORMATS

TYPICALLY, AN MBA MUSIC BUSINESS DEGREE REQUIRES TWO YEARS OF FULL-TIME STUDY, THOUGH MANY SCHOOLS OFFER PART-TIME, ONLINE, OR HYBRID FORMATS TO ACCOMMODATE WORKING PROFESSIONALS. SOME PROGRAMS MAY ALSO PROVIDE ACCELERATED TRACKS OR DUAL DEGREES COMBINING MBA CREDENTIALS WITH MUSIC MANAGEMENT OR ENTERTAINMENT LAW SPECIALTIES. THE FLEXIBLE STRUCTURES ALLOW STUDENTS TO BALANCE EDUCATION WITH CAREER OR PERSONAL COMMITMENTS.

CURRICULUM AND CORE COURSES

THE CURRICULUM OF AN MBA MUSIC BUSINESS DEGREE BLENDS CORE MBA SUBJECTS WITH SPECIALIZED MUSIC INDUSTRY ELECTIVES. THIS HYBRID APPROACH ENSURES GRADUATES GAIN BOTH BROAD BUSINESS EXPERTISE AND TARGETED INDUSTRY INSIGHTS.

CORE MBA COURSES

- FINANCIAL ACCOUNTING AND ANALYSIS
- MARKETING MANAGEMENT
- ORGANIZATIONAL BEHAVIOR
- STRATEGIC MANAGEMENT
- OPERATIONS AND SUPPLY CHAIN MANAGEMENT
- LEADERSHIP AND ETHICS
- BUSINESS LAW AND CORPORATE GOVERNANCE

THESE FOUNDATIONAL COURSES BUILD ESSENTIAL SKILLS IN FINANCE, MARKETING, LEADERSHIP, AND LEGAL PRINCIPLES THAT UNDERPIN EFFECTIVE BUSINESS MANAGEMENT.

MUSIC BUSINESS SPECIALIZATIONS

STUDENTS ALSO TAKE SPECIALIZED COURSES FOCUSED ON THE MUSIC INDUSTRY'S UNIQUE CHALLENGES AND OPPORTUNITIES, SUCH AS:

- MUSIC PUBLISHING AND COPYRIGHT LAW
- ARTIST AND REPERTOIRE MANAGEMENT
- MUSIC MARKETING AND PROMOTION
- DIGITAL MEDIA AND DISTRIBUTION
- ENTERTAINMENT FINANCE AND ROYALTIES
- MUSIC LICENSING AND RIGHTS MANAGEMENT
- EVENT AND TOUR MANAGEMENT

THESE ELECTIVES PROVIDE IN-DEPTH KNOWLEDGE OF HOW THE MUSIC BUSINESS OPERATES AND HOW TO LEVERAGE BUSINESS STRATEGIES FOR SUCCESS WITHIN THE INDUSTRY.

CAREER OPPORTUNITIES WITH AN MBA MUSIC BUSINESS DEGREE

AN MBA MUSIC BUSINESS DEGREE OPENS DOORS TO A VARIETY OF HIGH-LEVEL CAREERS IN THE MUSIC AND ENTERTAINMENT SECTORS. GRADUATES ARE EQUIPPED TO TAKE ON LEADERSHIP ROLES THAT REQUIRE BOTH BUSINESS SAVVY AND INDUSTRY

EXPERTISE.

COMMON CAREER PATHS

- MUSIC BUSINESS EXECUTIVE
- ARTIST MANAGER
- MUSIC PUBLISHER
- ENTERTAINMENT MARKETING DIRECTOR
- MUSIC LICENSING SPECIALIST
- TOUR MANAGER
- MUSIC ENTREPRENEUR AND STARTUP FOUNDER
- MUSIC INDUSTRY CONSULTANT

THESE ROLES TYPICALLY INVOLVE STRATEGIC DECISION-MAKING, CONTRACT NEGOTIATIONS, MARKETING CAMPAIGNS, AND FINANCIAL OVERSIGHT TAILORED TO MUSIC ENTERPRISES AND ARTISTS.

INDUSTRY SECTORS

GRADUATES CAN WORK ACROSS MULTIPLE SECTORS INCLUDING RECORD LABELS, MUSIC PUBLISHING COMPANIES, STREAMING PLATFORMS, CONCERT PROMOTION FIRMS, MUSIC TECH STARTUPS, AND ENTERTAINMENT LAW FIRMS. THE VERSATILITY OF AN MBA MUSIC BUSINESS DEGREE ALLOWS PROFESSIONALS TO ADAPT TO VARIOUS BUSINESS MODELS AND TECHNOLOGICAL SHIFTS IN THE INDUSTRY.

BENEFITS OF PURSUING AN MBA IN MUSIC BUSINESS

OBTAINING AN MBA MUSIC BUSINESS DEGREE PROVIDES SIGNIFICANT ADVANTAGES FOR INDIVIDUALS SEEKING TO ADVANCE THEIR CAREERS IN THE COMPETITIVE MUSIC INDUSTRY.

COMPREHENSIVE SKILL DEVELOPMENT

THE PROGRAM EQUIPS STUDENTS WITH A BLEND OF BUSINESS EXPERTISE AND MUSIC INDUSTRY KNOWLEDGE, FOSTERING ABILITIES IN LEADERSHIP, FINANCIAL MANAGEMENT, MARKETING, AND LEGAL ASPECTS. THIS WELL-ROUNDED SKILL SET ENHANCES EMPLOYABILITY AND CAREER GROWTH POTENTIAL.

NETWORKING OPPORTUNITIES

MANY PROGRAMS OFFER ACCESS TO INDUSTRY PROFESSIONALS, INTERNSHIPS, AND ALUMNI NETWORKS, FACILITATING VALUABLE CONNECTIONS THAT CAN LEAD TO JOB PLACEMENTS AND COLLABORATIVE PROJECTS WITHIN THE MUSIC BUSINESS COMMUNITY.

INCREASED EARNING POTENTIAL

GRADUATES WITH AN MBA MUSIC BUSINESS DEGREE OFTEN COMMAND HIGHER SALARIES DUE TO THEIR SPECIALIZED TRAINING AND ABILITY TO MANAGE COMPLEX BUSINESS OPERATIONS IN THE MUSIC SECTOR.

CHOOSING THE RIGHT PROGRAM

SELECTING THE APPROPRIATE MBA MUSIC BUSINESS DEGREE PROGRAM INVOLVES EVALUATING SEVERAL KEY FACTORS TO ENSURE ALIGNMENT WITH CAREER GOALS AND LEARNING PREFERENCES.

ACCREDITATION AND REPUTATION

PROSPECTIVE STUDENTS SHOULD PRIORITIZE PROGRAMS ACCREDITED BY RECOGNIZED BUSINESS EDUCATION BODIES AND THOSE WITH STRONG REPUTATIONS IN MUSIC BUSINESS EDUCATION TO ENSURE QUALITY AND INDUSTRY RECOGNITION.

CURRICULUM AND SPECIALIZATIONS

REVIEWING COURSE OFFERINGS AND AVAILABLE SPECIALIZATIONS CAN HELP IDENTIFY PROGRAMS THAT BEST MATCH SPECIFIC INTERESTS, SUCH AS DIGITAL MUSIC MARKETING, ENTERTAINMENT LAW, OR ARTIST MANAGEMENT.

FACULTY EXPERTISE

PROGRAMS LED BY FACULTY WITH EXTENSIVE INDUSTRY EXPERIENCE AND ACADEMIC CREDENTIALS PROVIDE RICHER LEARNING EXPERIENCES AND INSIGHTS INTO CURRENT TRENDS AND CHALLENGES.

LOCATION AND INDUSTRY CONNECTIONS

PROGRAMS SITUATED IN MAJOR MUSIC HUBS OR OFFERING PARTNERSHIPS WITH MUSIC COMPANIES PROVIDE ENHANCED INTERNSHIP AND NETWORKING OPPORTUNITIES, CRITICAL FOR CAREER ADVANCEMENT.

ADMISSION REQUIREMENTS AND APPLICATION PROCESS

ADMISSION TO AN MBA MUSIC BUSINESS DEGREE PROGRAM TYPICALLY INVOLVES A COMPETITIVE PROCESS DESIGNED TO ASSESS ACADEMIC READINESS AND PROFESSIONAL POTENTIAL.

COMMON REQUIREMENTS

- BACHELOR'S DEGREE FROM AN ACCREDITED INSTITUTION
- PROFESSIONAL WORK EXPERIENCE (VARIES BY PROGRAM)
- GMAT OR GRE SCORES (SOME PROGRAMS WAIVE THIS)
- LETTERS OF RECOMMENDATION
- PERSONAL STATEMENT OR STATEMENT OF PURPOSE

- RESUME OR CURRICULUM VITAE
- INTERVIEW (IN SOME CASES)

APPLICANTS SHOULD CAREFULLY REVIEW EACH PROGRAM'S SPECIFIC ADMISSIONS CRITERIA AND DEADLINES TO PREPARE A STRONG APPLICATION.

FREQUENTLY ASKED QUESTIONS

WHAT IS AN MBA IN MUSIC BUSINESS?

AN MBA IN MUSIC BUSINESS IS A GRADUATE DEGREE PROGRAM THAT COMBINES ADVANCED BUSINESS MANAGEMENT EDUCATION WITH SPECIALIZED KNOWLEDGE OF THE MUSIC INDUSTRY, PREPARING STUDENTS FOR LEADERSHIP ROLES IN MUSIC MARKETING, ARTIST MANAGEMENT, MUSIC PUBLISHING, AND RELATED FIELDS.

WHAT CAREER OPPORTUNITIES ARE AVAILABLE WITH AN MBA IN MUSIC BUSINESS?

GRADUATES WITH AN MBA IN MUSIC BUSINESS CAN PURSUE CAREERS SUCH AS MUSIC MARKETING MANAGER, ARTIST MANAGER, MUSIC PUBLISHER, TALENT AGENT, MUSIC RIGHTS ADMINISTRATOR, OR EXECUTIVE ROLES IN RECORD LABELS, STREAMING COMPANIES, AND ENTERTAINMENT FIRMS.

HOW DOES AN MBA IN MUSIC BUSINESS DIFFER FROM A TRADITIONAL MBA?

AN MBA IN MUSIC BUSINESS FOCUSES SPECIFICALLY ON THE MUSIC AND ENTERTAINMENT INDUSTRY, INCORPORATING COURSES ON MUSIC LAW, DIGITAL DISTRIBUTION, COPYRIGHT MANAGEMENT, AND ARTIST RELATIONS ALONGSIDE CORE BUSINESS SUBJECTS, WHEREAS A TRADITIONAL MBA COVERS GENERAL BUSINESS TOPICS WITHOUT INDUSTRY SPECIALIZATION.

ARE THERE ONLINE PROGRAMS AVAILABLE FOR AN MBA IN MUSIC BUSINESS?

YES, SEVERAL UNIVERSITIES AND INSTITUTIONS OFFER ONLINE MBA PROGRAMS WITH A SPECIALIZATION IN MUSIC BUSINESS, PROVIDING FLEXIBILITY FOR WORKING PROFESSIONALS TO GAIN INDUSTRY-SPECIFIC BUSINESS SKILLS REMOTELY.

WHAT SKILLS CAN I EXPECT TO GAIN FROM AN MBA IN MUSIC BUSINESS PROGRAM?

STUDENTS TYPICALLY DEVELOP SKILLS IN STRATEGIC MANAGEMENT, MARKETING, FINANCE, INTELLECTUAL PROPERTY LAW, DIGITAL MEDIA, CONTRACT NEGOTIATION, AND LEADERSHIP, ALL TAILORED TO THE UNIQUE DYNAMICS OF THE MUSIC INDUSTRY.

IS PRIOR EXPERIENCE IN MUSIC NECESSARY TO ENROLL IN AN MBA MUSIC BUSINESS DEGREE?

WHILE PRIOR EXPERIENCE OR EDUCATION IN MUSIC OR BUSINESS CAN BE BENEFICIAL, MOST MBA MUSIC BUSINESS PROGRAMS ACCEPT STUDENTS FROM DIVERSE BACKGROUNDS, FOCUSING ON DEVELOPING BUSINESS ACUMEN ALONGSIDE MUSIC INDUSTRY KNOWLEDGE.

HOW IS THE MUSIC INDUSTRY EVOLVING AND HOW DOES AN MBA IN MUSIC BUSINESS PREPARE STUDENTS FOR THESE CHANGES?

THE MUSIC INDUSTRY IS RAPIDLY EVOLVING WITH DIGITAL STREAMING, CHANGING REVENUE MODELS, AND NEW TECHNOLOGIES LIKE NFTS AND AI. AN MBA IN MUSIC BUSINESS EQUIPS STUDENTS WITH UP-TO-DATE KNOWLEDGE AND STRATEGIC SKILLS TO NAVIGATE AND LEAD IN THIS DYNAMIC ENVIRONMENT.

ADDITIONAL RESOURCES

1. *THE MUSIC BUSINESS HANDBOOK AND CAREER GUIDE*

THIS COMPREHENSIVE GUIDE PROVIDES AN IN-DEPTH OVERVIEW OF THE MUSIC INDUSTRY, COVERING TOPICS SUCH AS COPYRIGHT LAW, MUSIC PUBLISHING, ARTIST MANAGEMENT, AND DIGITAL DISTRIBUTION. IDEAL FOR MBA STUDENTS PURSUING A MUSIC BUSINESS DEGREE, IT COMBINES PRACTICAL ADVICE WITH INDUSTRY INSIGHTS. THE BOOK ALSO INCLUDES CAREER TIPS AND INTERVIEWS WITH MUSIC PROFESSIONALS, MAKING IT A VALUABLE RESOURCE FOR UNDERSTANDING THE BUSINESS SIDE OF MUSIC.

2. *ALL YOU NEED TO KNOW ABOUT THE MUSIC BUSINESS*

WRITTEN BY INDUSTRY VETERAN DONALD PASSMAN, THIS BOOK IS CONSIDERED A DEFINITIVE RESOURCE FOR UNDERSTANDING THE COMPLEXITIES OF THE MUSIC BUSINESS. IT EXPLAINS CONTRACTS, ROYALTIES, LICENSING, AND THE ROLES OF VARIOUS PLAYERS IN THE INDUSTRY. MBA STUDENTS WILL FIND IT USEFUL FOR GRASPING THE FINANCIAL AND LEGAL ASPECTS ESSENTIAL TO A SUCCESSFUL MUSIC BUSINESS CAREER.

3. *MUSIC BUSINESS ESSENTIALS*

THIS TEXTBOOK OFFERS A CLEAR AND CONCISE INTRODUCTION TO THE FUNDAMENTALS OF THE MUSIC INDUSTRY, INCLUDING MARKETING, SALES, MANAGEMENT, AND ENTREPRENEURSHIP. IT IS TAILORED FOR STUDENTS WHO WANT A SOLID FOUNDATION IN MUSIC BUSINESS PRINCIPLES. THE BOOK ALSO DISCUSSES EMERGING TRENDS LIKE STREAMING AND SOCIAL MEDIA MARKETING.

4. *ENTERTAINMENT INDUSTRY ECONOMICS: A GUIDE FOR FINANCIAL ANALYSIS*

FOCUSED ON THE ECONOMIC AND FINANCIAL ASPECTS OF THE ENTERTAINMENT INDUSTRY, THIS BOOK EQUIPS MBA STUDENTS WITH ANALYTICAL TOOLS TO EVALUATE MUSIC BUSINESS VENTURES. IT COVERS TOPICS SUCH AS REVENUE MODELS, INVESTMENT STRATEGIES, AND MARKET DYNAMICS. THE TEXT IS VALUABLE FOR THOSE INTERESTED IN MUSIC INDUSTRY FINANCE AND STRATEGIC DECISION-MAKING.

5. *MUSIC MARKETING: PRESS, PROMOTION, DISTRIBUTION, AND RETAIL*

THIS BOOK DIVES INTO THE MARKETING SIDE OF THE MUSIC INDUSTRY, DETAILING HOW ARTISTS AND COMPANIES PROMOTE MUSIC AND REACH AUDIENCES. IT COVERS TRADITIONAL AND DIGITAL MARKETING CHANNELS, INCLUDING SOCIAL MEDIA AND STREAMING PLATFORMS. MBA STUDENTS WILL GAIN INSIGHTS INTO EFFECTIVE PROMOTIONAL STRATEGIES AND CONSUMER BEHAVIOR.

6. *MANAGING ARTIST CAREERS AND THE MUSIC BUSINESS*

FOCUSED ON ARTIST MANAGEMENT, THIS BOOK EXPLORES THE ROLES AND RESPONSIBILITIES INVOLVED IN GUIDING MUSICIANS' CAREERS. IT DISCUSSES CONTRACT NEGOTIATION, BRANDING, TOURING, AND REVENUE STREAMS FROM A BUSINESS PERSPECTIVE. THE BOOK IS PARTICULARLY USEFUL FOR MBA STUDENTS INTERESTED IN THE MANAGEMENT AND OPERATIONAL ASPECTS OF THE MUSIC BUSINESS.

7. *MUSIC LAW IN THE DIGITAL AGE*

THIS TEXT EXAMINES THE LEGAL CHALLENGES AND OPPORTUNITIES BROUGHT ABOUT BY DIGITAL TECHNOLOGY IN THE MUSIC INDUSTRY. TOPICS INCLUDE COPYRIGHT ISSUES, LICENSING FOR DIGITAL PLATFORMS, AND INTELLECTUAL PROPERTY RIGHTS. IT PROVIDES MBA STUDENTS WITH ESSENTIAL KNOWLEDGE TO NAVIGATE THE EVOLVING LEGAL LANDSCAPE OF MUSIC BUSINESS.

8. *STREAMING, SHARING, STEALING: BIG DATA AND THE FUTURE OF ENTERTAINMENT*

THIS BOOK ANALYZES HOW DIGITAL STREAMING AND DATA ANALYTICS ARE TRANSFORMING THE MUSIC INDUSTRY'S BUSINESS MODELS. IT ADDRESSES THE IMPACT OF TECHNOLOGY ON REVENUE GENERATION AND ARTIST EXPOSURE. MBA STUDENTS INTERESTED IN INNOVATION AND TECHNOLOGY TRENDS IN MUSIC WILL FIND THIS BOOK INSIGHTFUL.

9. *THE INDIE BAND SURVIVAL GUIDE*

TAILORED FOR INDEPENDENT MUSICIANS AND MUSIC ENTREPRENEURS, THIS GUIDE COVERS THE ESSENTIALS OF RUNNING A MUSIC BUSINESS WITHOUT MAJOR LABEL SUPPORT. TOPICS INCLUDE SELF-PROMOTION, BOOKING GIGS, FINANCING, AND LEGAL CONSIDERATIONS. MBA STUDENTS STUDYING ENTREPRENEURSHIP WITHIN THE MUSIC INDUSTRY WILL BENEFIT FROM ITS PRACTICAL APPROACH AND REAL-WORLD EXAMPLES.

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mba music business degree: Creating Cultural Capital Olaf Kuhlke, Annick Schramme, Rene Kooyman, 2015-06-12 In recent years, the global creative economy has experienced unprecedented growth. Considerable research has been conducted to determine what exactly the creative economy is, what occupations are grouped together as such, and how it is to be measured. Organizations on various scales, from the United Nations to local governments, have released 'creative' or 'cultural' economy reports, developed policies for creative urban renewal, and directed attention to creative placemaking - the purposeful infusion of creative activity into specific urban environments. Parallel to these research and policy interests, academic institutions and professional organizations have begun a serious discussion about training programs for future professionals in the creative and cultural industries. We now have entire colleges offering undergraduate and graduate programs, leading to degrees in arts management, arts entrepreneurship, cultural management, cultural entrepreneurship or cultural economics. And many professional organizations offer specialized training and certificates in cultural heritage, museums studies, entertainment and film. In this book, we bring together over fifty scholars from across the globe to shed light on what we collectively call 'cultural entrepreneurship' - the training of professionals for the creative industries who will be change agents and resourceful visionaries that organize cultural, financial, social and human capital, to generate revenue from a cultural and creative activity. Part I of this volume begins with the observation that the creative industries - and the cultural entrepreneurship generated within them - are a global phenomenon. An increasingly mobile, international workforce is moving cultural goods and services across national boundaries at unprecedented rates. As a result, the education of cultural professionals engaged in global commerce has become equally internationalized. Part II looks into the emergence of cultural entrepreneurship as a new academic discipline, and interrogates the theoretical foundations that inform the pedagogy and training for the creative industries. Design thinking, humanities, poetics, risk, strategy and the artist/entrepreneur dichotomy are at the heart of this discussion. Part III showcases the design of cultural entrepreneurship curricula, and the pedagogies employed in teaching artists and culture industry specialists. Our authors examine pedagogy and curriculum at various scales and in national and international contexts, from the creation of entire new schools to undergraduate/graduate programs. Part IV provides case studies that focus on industry- or sector-specific training, skills-based courses (information technology, social media, entrepreneurial competitions), and more. Part V concludes the book with selected examples of practitioner training for the cultural industries, as it is offered outside of academia. In addition, this section provides examples of how professionals outside of academia have informed academic training and course work. Readers will find conceptual frameworks for building new programs for the creative industries, examples of pedagogical approaches and skillsbased training that are based on research and student assessments, and concrete examples of program and course implementation.

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