

COM 542-900

Public Relations Writing

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#### Practice Assignment #4 Assignment: Blog Post

### **Music Industry and Technology Program**

For students who are interested in pursuing music, enrolling in the Bachelor of Science Degree in Music Industry and Technology is the first step toward a great career.

Within this program there are two main tracks:

- Recording and Music Production- This track focuses on how to record in a music studio, how to properly use important equipment, and how to produce live shows.
- Music Business- This track teaches abilities such as artist representation, entrepreneurship, touring and booking, promotion, and merchandising.

The program includes classes that teach topics from music history to the use of recording equipment and how different parts of the industry work. Drexel's music industry and technology program even includes state-of-the-art facilities, recording studios, and computer labs that students often use to work on various projects. Most of all, the program has excellent staff that help students build a great network of resources as they gain the experiences necessary to be successful in the music industry.

### *Classroom Learning Experience*

In the Music Industry Program at Drexel, students will gain a lot of great hands on experience in various roles.

These experiences will help in careers such as:

- Sound Production for Motion Pictures
- Recording Studio Executive
- Recording Studio Engineer
- Booking Agent for live shows and events

- Music Producer for both live and recorded music
- Record Label Owner

Students will also have to opportunity to work at Drexel's record label, Mad Dragon Studios. Here they will gain experiences with music mixing and mastering, licensing and copyrights, distribution, and promotion.

### Co-Operative Learning Experience

Cooperative work experiences have always been a part of the music industry program at Drexel and are a great way to build your professional profile and résumé while still in school.

- Co-ops are often completed in 2 separate terms for a total of 6 months.
- Common co-op experiences include employers such as: record labels, recording studios, music venues, radio stations, and booking agencies.
- Co-ops are often completed in locations all throughout the United States and even the world.

### **References**

*Music Industry.* (2020). Westphal College of Media Arts & Design.

<https://drexel.edu/westphal/academics/undergraduate/MIP/>