

# Building the North American Graduate Music Business Database: Pedagogical, Philosophical, and Theoretical Implications

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<https://www.youtube.com/watch?v=xP6ZGVaE3ug>

## Abstract

There is a need to provide a well-rounded education for students enrolled in university-level arts programs. Learners with interest in music and media technology also benefit from acquiring fundamental skills in business, entrepreneurship, and written communication. As arts-related industries recurrently progress and change, many students and industry professionals find themselves pursuing graduate studies to specialize in areas of music, entertainment, and media business. Pursuing a graduate credential does not automatically guarantee employment or longevity in a specific career pathway. To further understand how graduate-level training in the arts can better serve the interests of stakeholders in colleges and universities, compiling a database of related institutions provides valuable data to analyze. Current scholarship in music and entertainment business reveals a lack of empirical data on which programs offer graduate training in the music business and how those programs prepare future leaders through internships and related initiatives. This presentation reports on the author's recent efforts to build a database of graduate programs offering music and entertainment-related degrees, the pedagogical advantages of such a resource, and the implications for related fields like music technology and arts administration.

Keywords: arts education, music business education, music media education, entertainment business education, graduate education, graduate music business database



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