



The Bruce Burch Experiential Learning Fund

Bruce Burch started the University of Georgia Music Business Program because he knew firsthand how hard it is to make it in the music industry. It takes more than connections or money or one great song – it takes passion. And Bruce had passion in spades, teaching the power of it to countless students during his tenure as the founding director of the program. He was no figurehead. His days were spent teaching classes, mentoring students, raising money for the program, hosting panels and concerts, and spreading the word everywhere he could that a new kind of music business program existed at UGA.

Some 15 years later, students from all over the country come to UGA specifically to enroll in Music Business, and several students who completed the program are helping to shape the present and future of the music industry.

The **Bruce Burch Experiential Learning Fund**, established at UGA's Terry College of Business, celebrates Bruce's impact on the Music Business program, UGA students, and the music industry. The fund will provide Music Business students who face financial hardship with scholarship support and resources to participate in activities intended to help jumpstart their careers. From internship programs to industry networking events, students will apply the lessons learned in the program into meaningful real-world experience. With this endowed fund, Bruce's impact lives on and his passion is paid forward to the next generation of Music Business students.

Music Business at the University of Georgia

The mission of UGA's Music Business Program is to develop leaders for the music industry through interdisciplinary study. Our program delivers a series of courses a student cannot get from either a music or business curriculum alone. We embrace the diversity of our students' wide-ranging career interests, goals, and dreams. Music Business courses focus on topics such as the record and concert business, production, publishing and licensing, public relations and promotion, economics, and finance of the music industry, and much more. Guest lecturers from a wide range of industry sectors come from all over the country to visit our classes and offer their opinions and advice on the most pressing topics in the industry.

Support Bruce's Legacy

Contributions can be made to the Bruce Burch Experiential Learning Fund by [clicking here](#) or contacting Ruth Seiler, Terry College Development & Alumni Relations, at (706) 206-2619 or Ruth.Seiler@uga.edu



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Terry College of Business