



Terry College of Business

Music Business Program

UNIVERSITY OF GEORGIA

THE UNIVERSITY OF GEORGIA

MUSIC BUSINESS PROGRAM CORPORATE PARTNERS

The University of Georgia Music Business (MBUS) Certificate Program provides students with a hands-on, career-oriented, practical education emphasizing leadership, teamwork, innovation and entrepreneurship.

This interdisciplinary certificate program is one of UGA's fastest-growing programs — from 22 students comprising the first class in 2006 to more than 350 students in 10 classes per semester today. UGA Music Business graduates now have jobs at major entertainment companies as well as startups and entrepreneurial endeavors in Nashville, Austin, Los Angeles, New York City and Atlanta.

Nearly 40% of MBUS students pursue a bachelor's degree in one of the disciplines offered by the nationally ranked Terry College of Business with the remainder reflecting the wide range of majors offered at UGA. Dedicated students often put as much work into their Music Business studies as they do their major.

Students in the MBUS program (as it is known on campus) gain a deep understanding of the music business industry. They learn in rigorous academic courses taught by faculty with professional music business experience while interacting with guest lecturers representing a range of industry sectors and musical genres.

The MBUS program features hands-on, real-world experience, including the student-produced Nuçi's

Space Jam concert series and the annual MBUS Music Festival. Every aspect of these events is handled by students — booking artists, promotion, advertising, marketing, ticket sales, merchandise, concessions, sound and light production, and box office. Students also participate in a music industry project where they create businesses reflecting their individual industry passions.

MBUS students are required to complete industry internships before graduating from the program. In these internships, students gain significant music industry experience while working in studios, labels, sync licensing companies, venues, artist management, graphic design, booking agencies, marketing companies and more. UGA Music Business students have proven to be motivated and resilient, committing their best to the program and the music industry.



I consider the UGA Music Business Program to be the best in the country.

Two of the last three hires we've made have been graduates of this program...

David Macias
President, Thirty Tigers, Nashville, TN





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The Music Business Program was by far the best part of my four years at UGA.

It taught me a wide range of music industry topics, the classes were creative and centered greatly on class participation. I learned as much from my peers as I did from my amazing teachers. After graduation I felt ready to take on the industry. **I owe so much to the program!** — Alessandra Donati, *Music Contracts Manager at Google, Los Angeles, CA, UGA MBUS Class of 2012*

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To continue enhancing the Music Business Certificate Program experience at UGA, we invite you to become a UGA MBUS Corporate Partner at one of the following levels:

\$1,000 LEVEL

- MBUS website recognition
- MBUS Graduation program recognition

\$5,000 LEVEL

- Previous sponsorship level plus
- One MBUS Talk sponsorship

\$10,000 LEVEL

- Previous sponsorship levels plus
- One Nuçi's Space Jam concert series show sponsorship

\$25,000 LEVEL

- Previous sponsorship levels plus
- One MBUS Music Festival sponsorship
- MBUS “Employer of the Day” on-campus opportunity

UGA MBUS Corporate Partner gifts are tax-deductible through the UGA Foundation and are recognized through inclusion in the Terry Dean's Circle of Giving.

For more information, please contact:

Lane Marie O’Kelley
Music Business Certificate Program
706.542.7668
laniemarieok@uga.edu

Laura-Ashley Lester
Development and Alumni Relations
706.308.0710
lalester@uga.edu