

At William Paterson University, you will find a supportive and challenging environment that encourages you to push yourself, gain confidence, and come away with the knowledge that remarkable things are within your reach.

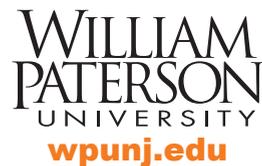
The University serves more than 11,000 students through five colleges: College of the Arts and Communication, Cotsakos College of Business, College of Education, College of Humanities and Social Sciences, and College of Science and Health. Our wide range of undergraduate and graduate academic programs create opportunities that help you succeed in our classrooms, laboratories, studios, and throughout our approximately 370-acre wooded campus.

Founded in 1855 and accredited by the Middle States Commission on Higher Education, the University is located in suburban Wayne, New Jersey, just 20 miles from New York City, adjacent to 1,200 acres of wetlands and woodlands, and only three miles from the Great Falls in Paterson.

At William Paterson, you'll enjoy individualized attention from faculty mentors who are committed to helping you develop your strengths, and uncover new ones.

Financial aid is available to qualified students.

For more information, visit www.wpunj.edu or call the Office of Admissions at 973.720.2125.



1MPR0315



College of the Arts and Communication
BM, MM, and MBA in Music and Entertainment Industries



College of the Arts and Communication
BM, MM, and MBA in Music and Entertainment Industries

Our Greatest Strength Is Helping You Find Yours

If you have the will to succeed, William Paterson University will give you the power to achieve. With an entire campus dedicated to your success, our mission is to help you discover your unique strengths and educate you on how to use them to make an impact on the world.

The bachelor of music in music and entertainment industries allows students to choose between classical or jazz performance tracks and elective advanced courses to support their ultimate goal. The program emphasizes musical competence, and theoretical and entrepreneurial aspects of the music and entertainment industries.

The minor in music and entertainment industries program is structured to combine elements from the degree program with another major to provide a solid background for a career in the music and entertainment business.

The master of music in music and entertainment industries emphasizes the entrepreneurial skills to be successful in the contemporary music and entertainment industries. It immerses the student in the industry environment through a close connection to New York entertainment leaders.

The master of business administration with a concentration in music and entertainment industries combines the requisite MBA program with advanced education in the areas of music business, music and entertainment industries, entrepreneurship, and entertainment law. The program has an international scope and is taught by industry leaders as well as full-time faculty and its objectives are to introduce you to the multi-faceted industry, guide you toward a career path, and offer the best opportunity to succeed.



For More Information
To learn more about admissions, or to schedule a tour, please call 973.720.3466 or e-mail musicadmissions@wpunj.edu.
wpunj.edu/musgmt



Undergraduate Admission Requirements

Specific requirements for applying for the bachelor of music degree in music and entertainment industries can be found at wpunj.edu/applymusic (click appropriate BM degree).

Graduate Admission Requirements

Specific requirements for applying for the master of music degree in music and entertainment industries can be found at wpunj.edu/applymusic (click MM degrees).



William Paterson University Department of Music

The WP community of musician-educators is committed to professionalism in performance, teaching, scholarship, creative activity, and community service. Faculty and students collaborate to create a thriving cultural life on the campus and in the community through challenging academic offerings and performances of the highest artistic level. The music faculty provides the resources, guidance, and diverse environment that motivate our students to build and maintain careers in classical and jazz performance and composition, sound engineering arts, music education, and music and entertainment industries. Combining traditional teaching and learning with innovative approaches, the department gives students the knowledge and skills to meet the challenges of the contemporary musical environment.

"William Paterson University is the quintessential school for the music and entertainment industries with a diverse curriculum, affiliation with high profile industry leaders, experienced teaching staff, and close proximity to New York City. I owe my entire music industry career to William Paterson University."

—Tom Hefter, MM '12, Ticketmaster Marketing Manager Service Specialist



Preparing Students for Careers in Music and Entertainment Industries

- 17 credits of music business core courses
- Seven semesters of private applied music lessons
- Cotsakos College of Business co-requisites (minor) that, when completed, can result in waiving 18 credits in many MBA programs
- Faculty who work in the center of the industry
- Annual visiting resident music leaders and entertainment industry experts
- Priority internship access with Warner Music Group
- Three required internships in the industry
- Campus located 20 miles from NYC

Curriculum

Bachelor of Music in Music and Entertainment Industries Classical (120.5 credits)

Bachelor of Music in Music and Entertainment Industries Jazz (122.5 credits)

Music and Entertainment Industries Minor (24 credits)

Master of Music in Music and Entertainment Industries (36 graduate credits)

MBA concentration in Music and Entertainment Industries (48 graduate credits)

Faculty

Stephen Marcone, EdD, music and entertainment industries program director • author of *Managing Your Band*, • formerly Epic Records recording artist • frequent lecturer for the NJ Council on the Humanities • conducts WP Summer Jazz Ensemble

David Philp, MBA, music and entertainment industries faculty • formerly with Polygram Group Distribution and Video, Universal Music Group, and Greater Media Broadcasting

George Dassinger, BA • president, Dassinger Creative Services • formerly VP, corporate division, Rogers & Cowan and national PR director, Electra Records

Karl Guthrie, JD • author of *Entertainment Law – Legal and Business Perspectives in the Entertainment Industry* • active entertainment attorney

Steve Leeds, MS • VP, Talent and Industry Affairs, Sirius–XM Radio • formerly director of international talent, MTV Networks; VP, alternative music, Island Records; senior VP, promotion, Universal Records and Virgin Records

Aaron Van Duyne III, CPA, MM • principal with Van Duyne, Bruno & Co., P.A. • business manager for KISS, Dave Mathews Band, Three Doors Down, and others



"The faculty in this program are the top-notch professors in the country in music business. They helped not only shape, but create my career. My master's degree could have come from any school, but because it was WP and Marcone's team, life after graduation was a smooth transition!"

—Amanda Kober, MBA '11, Sony Music Copyright Analyst for Legacy Recordings

Music and Entertainment Industries Seminar Lecture Series



The music and entertainment industry Seminar Lecture Series celebrated the role of women in the music and entertainment industries. Julie Greenwald, chair/COO of Atlantic Records Group (shown above, center), was a guest lecturer. She was joined by (left to right) Stephen Marcone, WP music and entertainment industry professor; Paul Sinclair, EVP Atlantic Records; Steve Leeds VP SiriusXM Radio and WP adjunct professor; and David Philp, WP music and entertainment industries professor.



Music Biz 101 & More combined with the campus-based student organization Music & Entertainment Organization (MEO) to present a panel and networking event: Josh Bernstein of *Alternative Press Magazine*; Paul Sinclair of Atlantic Records; Rob Fusari, independent songwriter and producer; Joanne Kelsey of Memory Lane Music Group; and Karl Guthrie, entertainment attorney.

Visiting Resident Experts

Aaron Van Duyne III • Dave Lory • Joe Riccitelli • Harvey Leeds • Sean Rosenberg • Steve Leeds • Paul Sinclair • Warner Music Group



A radio show and podcast that provides an inside look at the music and entertainment industries



Joe Riccitelli, RCA Records Executive Vice President/GM



Stephen Witt, journalist and author of *How Music Got Free*



Rob Fusari, Grammy award-winning, multi-platinum music producer, songwriter, and music executive

"In a business of smoke and mirrors, the WP music and entertainment industries program provided me with a priceless array of tools and information that, still to this day, play a significant role in my day-to-day business decisions. The music biz is not the place for brilliant musicians with average business minds." — Rob Fusari, BM '08



WARNER MUSIC

Warner Music Group and William Paterson University are working together to offer Warner internships to WP students and to offer access to Warner professionals in the following areas: A&R, sales, Direct-2-Consumer, and marketing.



The Aquarian Weekly, New Jersey's oldest alternative weekly newspaper: "WP professors educate the DIY music community."



Billboard listed William Paterson University as one of the top music business programs in the country.