The **Entertainment Music Industry (EMI)** degree is an interdisciplinary program fusing three areas of study: (1) music, (2) business, and (3) entertainment.

**Curriculum**

- **Music** – Musicianship and Theory, Music History, History of Rock and Roll, Applied Lessons, EMI Ensemble, Music in America
- **Business** – Organization and Management, Marketing, Professional Writing, Public Relations, Accounting
- **Entertainment** – Music Services, Recording Studio Techniques and Practices, Songwriting, Music Licensing and Publishing
- **Internship** – students must also complete an internship in the entertainment field.

**Campus**

Experience is the name of the game, and the academic environment at the Lambuth Campus offers just that. Guided by highly respected professors and academic standards, students are provided support, resources, and opportunities to achieve their goals in life.

Learn on the equipment that the “pros” use. The EMI Department is equipped with a fully functioning recording studio with state of the art equipment, including Neumann, Universal Audio, Shure, ProTools, JBL, Avantone, AKG, Fender, Gibson, Mesa Boogie, Taylor, Waves, Native Instruments, and many more. There is also a fully functioning music laboratory, EMI classroom and rehearsal space, and a 300-seat auditorium for live performances.

The University of Memphis, Lambuth Campus is located in the mid-town LANA area of Jackson, TN, near the heart of the city. The EMI department is under the direction of Dr. Jeremy Tubbs (jtubbs@memphis.edu).
Bachelor of Professional Studies:  
Entertainment/Music Industry Concentration (EMI)

Music Core: 19 Hours
- MUTC 3701 Theory and Musicianship I
- MUTC 3702 Theory and Musicianship II
- MUS 1030 Music Appreciation or
- MUS 1040 Music in America
- MUHL 3303 Western Music History
- MUHL 4805 History of Rock and Roll
- MUAP 3014 Ensemble or
- MUAP 1551 Applied (4 hours)

Entertainment Core: 15 Hours
- MUID 4261 Entertainment/Music Industry Services
- MUID 3704 Recording Studio Techniques and Practices
- MUID 3705 Songwriting
- MUID 4701 Music Licensing and Publishing
- UNIV 4110 Internship (1-6 hours)

Business Core: 18 Hours
- ACCT 2010 Accounting 1
- MGMT 3110 Organization and Management
- MKTG 3010 Principles of Marketing
- JOUR 3400 Intro to Public Relations
- JOUR 3421 PR Writing or
- ENGL 3601 Professional Writing
- XXXXX Business/Marketing/Management Course

Thematic Studies: 6 Hours
Senior Project: 3 Hours
General Education: 35-41 Hours
Electives: 21-27 Hours

Total: 120 Hours