

B.A. Multimedia Entrepreneurship | Major Map



POPULAR CAREERS

- **Music Business:** artist manager, arts & entertainment accountant, marketing, director, digital content producer, freelance composer, licensing & publishing, entertainment attorney, event coordinator
- **Music Production:** audio engineer/programmer/producer, video engineer/programmer/producer, music copyist (film, TV, video games), broadcast engineer, boom operator, foley artist, live sound mix engineer, special effects artist
- **Music Industry:** instrument merchandise, instrument repair technician, concert technician, stage hand, piano tuner

POPULAR EMPLOYERS

Radio/television stations, musical theaters, cruise lines, production companies, Broadway, publishers, military bands, motion picture industry, record labels, magazines, newspapers, entertainment law firms

SIGNATURE EXPERIENCES

• Internships

- South Dakota Symphony Orchestra
- Washington Pavilion
- Levitt at the Falls
- Gloria Dei Lutheran Church
- Pinnacle Productions
- Yamaha Music
- Schmitt Music
- Popplers Music
- DMM Sounds
- Pepper Entertainment
- Arts South Dakota
- Augustana ensembles

• Example Research Topics

- Music Production & Broadcast Opportunities
- Commercial & Movie Scoring
- Virtual Instrument & Beat Production

• Service Learning

- Augustana School of Music recitals, concerts, recordings and broadcasts are a great way for students to experience the behind-the-scenes perspective that drive live and recorded music performance.



WHY STUDY MULTIMEDIA ENTREPRENEURSHIP?

Imagine an artist who can make their own commercial — write the narration, shoot the video, create the music and navigate the copyright licensing. That's what the world expects of today's creative content producers, and this program is designed to prepare you for that reality.

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FIRST YEAR

MIDDLE YEAR(S)

LAST YEAR

EXCEL ACADEMICALLY

- Review SOPHIA and program requirements with your academic advisor.
- Review your degree audit report, and create a plan of study in Academic Planner.
- Enroll in MUSI 095-098, 120, 121, 152, 153, 161-167, 191 and MMEN 101.
- Participate in FYS 112 to confirm your major, hear from upper-level students about signature experiences and chart a personalized plan for your engagement.
- Choose or confirm your major(s) or minor(s).
- Review Handbook for Music Students.

- Explore minors or elective credits that interest you.
- Contact the Student Success Center to declare any second majors or minors.
- Engage in research, and present your work at the annual research symposium.
- Consult with your faculty advisor and apply for the honors program.
- Complete piano proficiency by the end of your fourth semester.
- Work at least six Broadway shows with the Washington Pavilion.
- Attend the NAMM Conference in Anaheim, California.

- Apply to graduate no later than Oct. 1, and review the degree audit provided by the Registrar's Office.
- Finalize any outstanding required MMEN courses.
- Confirm honors in music with your music advisor.
- Make sure your internship is complete or scheduled for the summer after graduation.

ENGAGE & APPLY YOUR LEARNING

- Access your Viking Central account.
- Find ways to start applying your learning immediately in your ensembles and performances.
- Explore study-away opportunities at the study-away fairs and augie.edu/StudyAwayPortal.
- Create an account in Augie Opportunities.
- Participate in choral or instrumental ensembles.

- Get involved with every aspect of the music program and find ways to amplify your creativity.
- Connect with local/regional/national music industry partners.
- Go to the Sophomore Retreat.
- Engage in campus leadership, internships, service and relevant summer employment.
- Participate in the alumni mentor program.
- Consider elite scholarship opportunities, such as the Fulbright, Rhodes or Truman.
- Earn the Diversity Advocate Certificate.
- Apply for Knight Internship Funds and ASA transportation funds. Pursue elite fellowships.

- During the summer, take standardized exams (e.g., GRE), and share your application to graduate or professional schools with your advisor and CAP specialist for feedback.
- Attend the BIG (Business, Industry & Government) and Teacher Job Fairs.
- Participate in mock interviews and networking events.
- Complete the career outcome survey to update us of your employment or enrollment in graduate school.
- Join the Augustana alumni community.

CHART YOUR COURSE TODAY!

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