

EASTMAN SCHOOL OF MUSIC

**MASTER OF ARTS IN  
MUSIC LEADERSHIP  
AT EASTMAN**



You are a passionate musician, a creative and entrepreneurial thinker, a committed artist...  
**it's your time to become a leader.**



### **Leadership Program**

The Master of Arts in Music Leadership degree builds on the opportunities available in Eastman's world-class Arts Leadership Program, the first of its kind in the nation, now in its third decade. This 14-month degree program uses an integrated approach to develop and hone both artistic and managerial skills for the next generation of music leaders. Because these combined skills are essential for the music leaders of today and tomorrow, this degree combines intense classroom study, courses from Eastman's rich performance and scholarly offerings, and hands-on experiences through internships and mentorships.

Eastman alumni lead many of the country's most prestigious traditional and non-traditional musical arts organizations, including the Boston Symphony Orchestra, Atlanta Symphony, JACK Quartet, Alarm Will Sound, San Francisco Conservatory, Fifth House

Ensemble, American Modern Ensemble, Oberlin Conservatory of Music, Eastman School of Music, and many others.

### **Applicants**

The Master of Arts in Music Leadership degree is designed for musicians who seek to lead traditional and/or non-traditional musical arts organizations.

Applicants will hold an undergraduate degree in music, or its equivalent, possess a high standard of musical performance, and show breadth in both musical and academic preparation. They may have professional experience in performance, education, or administration. As part of the application process, prospective students are asked to submit a personal statement demonstrating experience or interest in leadership, administration, or entrepreneurial thinking, and to document their comprehensive musical background.

[apply.esm.rochester.edu/register/inquiry](https://apply.esm.rochester.edu/register/inquiry)

## Schedule and Courses

The backbone of this degree is a combination of intense coursework and hands-on experience with leading musical arts organizations and mentors. Students begin classes during an initial summer session, continue full-time during the fall and spring semesters, and complete the degree during a second summer.

Students will advance their creative mindset, sharpen their decision-making ability, and continue individual artistic growth through five course categories:

- Innovative Musical Leadership
- Administration
- Marketing and Engagement
- Music Electives
- Internship/Mentorship

Courses are taught by full-time Eastman faculty and administrators, in addition to other experts from the field of music leadership. Students are encouraged to take full advantage of the Eastman community. Music-based electives will be chosen from the rich performance and scholarly Eastman curriculum.

## Hands-On Experience

The capstone experience of the degree program is a summer internship or mentorship. Internships provide students with an opportunity to work with a national-level musical organization under the supervision of senior management. Mentorships pair students for individualized support of a student's approved entrepreneurial project.

## Careers

Empowered with a broad set of executive skills and a comprehensive musical background, you will be able to lead and advocate for both traditional and non-traditional musical arts organizations. Graduates will be able to manage an orchestra, create a new ensemble, run an opera company, develop a cross-cultural musical project, or launch an artist-led nonprofit organization. You will be able to assume guiding roles in musical arts initiatives of all shapes and sizes, connecting with other leaders in the world-wide Eastman community.



For more information, go to  
[esm.rochester.edu/admissions/grad/ma/#leadership](https://esm.rochester.edu/admissions/grad/ma/#leadership)

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# MA in Music Leadership Courses

## Innovative Musical Leadership

### Creative and Innovative Leadership in Musical Enterprises

Explore current examples of complex issues facing musical institutions and organizations through a case-study approach.

### Generating and Screening Entrepreneurial Ideas in Music

Generate and filter entrepreneurial ideas and evaluate them based on technical and artistic merit, business challenges, and market indicators.

### Designing Creative Initiatives for Musical Enterprises: Practicum

Understand the collective and strategic role of artistry, vision, mission, and organizational structure by designing an initiative and applying it through a partner enterprise.

### Leadership Issues in Music

Discover what drives trends in innovative musical leadership and learn ways in which musicians can exercise leadership in shaping these trends to ensure a productive future.

## Administration

### Music Administration and Governance

Learn about the history, structure, governance, and operations of music organizations in the nonprofit sector from traditional orchestras to contemporary ensembles.

### Economics of Musical Arts Organizations

Delve into the fundamentals of economics for music organizations, including marginal analysis, optimization, supply and demand, and consumer behavior.

### Introduction to Financial Management

Gain financial management knowledge and skills for nonprofit corporations, including basic accounting, budget planning, analysis, and statement preparation.

## Law and Music

Examine legal topics related to nonprofit corporations, including governance, tax-exempt status, and trusteeship, as well as unique legal issues in the music industry, including copyright, trademark, performance, and licensing rights and contracts.

## Marketing and Engagement

### Marketing for Musical Enterprises

Probe marketing principles and strategies, including developing relevant and artistically valuable programming and activities to engage communities, identifying and understanding potential audiences, and creating marketing frameworks and plans for effective communication of an organization's value proposition.

### Development and Fundraising in Music

Examine multiple methods of generating revenue for musical enterprises – advancement programs, grant writing, and crowd funding.

## Internship/Mentorship

### Internship

Internships provide students with 200 hours working for a national-level musical organization, under the supervision of senior management.

### Mentorship

Mentorships pair students with an innovative leader in the field for 40 hours of personal guidance to support entrepreneurial projects.

## Music Electives

### Performance

Select from a variety of performance opportunities, including chamber music, large ensembles, and applied lessons. Auditions may be required.

### Academic

Register for music courses, including music history, music theory, conducting, or humanities. Placement exams may be required for some courses.

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