

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 combines intense classroom study, courses from Eastman's rich performance and scholarly offerings, and hands-on experiences through internships and mentorships. Empowered with a musical background, graduates will be able to assume leading roles in musical arts initiatives of all kinds, connecting with leaders in the world-wide Eastman community and beyond.

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 (or its equivalent) in music, possess a high standard of musical performance, and show breadth in musical and academic preparation. They may have professional experience in performance, education, or administration. 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. In addition to the traditional full-time 14-month course of study, the Music Leadership degree

can be pursued on an extended timeline as a dual degree with other Eastman graduate programs, or pursued through part-time study over multiple years.

Schedule and Courses

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 mindsets, sharpen their decision-making abilities, 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 members and administrators, in addition to other experts from the field of music leadership. All required courses are scheduled during evening hours, allowing students opportunities to participate in other courses and activities throughout the Eastman community. Music-based electives will be chosen from Eastman's rich performance and scholarly curriculum.

apply.esm.rochester.edu/register/inquiry

Hands-On Experience

The capstone experience of the Music Leadership degree is a summer internship or mentorship. Internships provide students with opportunities to work with a national-level music organization under the supervision of senior management. Mentorships pair students with individualized support of an approved entrepreneurial project.

Additional Music Leadership Courses of Study:

Combined Degree

The Eastman School of Music and Simon Business School offer students the opportunity to earn a Master of Arts in Music Leadership in combination with a Master of Business Administration for Professionals degree. This degree opportunity is the first to combine a conservatory level music administration degree with an MBA. It has been created to recognize and support students who seek to further music leadership skills and acquire the skills and knowledge that an MBA offers.

Students will be accepted into the program through each school's separate admissions process, and will complete the full Eastman

Music Leadership curriculum and Simon's MBA mandatory core. Students will spend the first summer and full academic year at Eastman, transition to Simon for a second summer and full academic year, and conclude both programs with the Music Leadership capstone experience during the third summer. This combined degree course of study provides a one-of-a-kind experience for comprehensive preparation in music leadership and business administration.

Minor in Music Leadership

The Minor in Music Leadership offers Eastman doctoral students focused study to hone artistic and managerial skills as future music leaders. This option is designed to enhance doctoral students' musical and academic skills with managerial and business skills.

Upon applying during the third semester of their DMA/PhD program, 5 or 6 doctoral students will be selected for the Minor in Music Leadership. The Minor would consist of an individualized course plan collaboratively created by the Graduate Degree Program Director and the DMA/PhD student to support the student's independent learning objectives.

For more information, go to
esm.rochester.edu/admissions/grad/ma/#leadership

Or contact:

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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.

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



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