

Audio and Live Entertainment BA

Overview

During the first two decades of this millennium, the entertainment industries have undergone a profound transformation. Audio and popular music, in particular, have become more intertwined with and dependent upon media industries. Music consumers have shifted their focus from ownership to access and from artifacts to experiences. The recording industry has evolved away from marketing products to the consumer in favor of licensing the use of recordings to media platforms and outlets, and a focus on providing live music experiences has intensified, just as corporate events have grown increasingly media intensive. As social media provide performing artists with new channels for connecting with potential audiences, and as streaming services present new outlets and revenue streams (albeit small ones) for recorded music content, the number of popular music-oriented media properties (e.g., *American Idol*, *The Masked Singer*, *A Star Is Born*, *Bohemian Rhapsody*, *Rocket Man*, etc.) has dramatically increased.

Popular music is, now more than ever, part of the media landscape, and those earning their livelihoods in the popular music industries have never been more heavily invested in and dependent on media to provide sources of revenue.

To better prepare the next generation of media professionals for this new landscape, the **Bachelor of Arts in Audio and Live Entertainment (ALE)** is located at the intersection of media, live events, music and business. Offered by the Department of Media Studies and Production, its curriculum involves coursework in the Lew Klein College of Media and Communication, the School of Sport, Tourism and Hospitality Management, the Boyer College of Music and Dance, and the Fox School of Business and Management.

This program is ideal for students aspiring to be audio engineers, content creators, managers, mastering engineers, media entrepreneurs, publishers, promoters or recording artists. Students are immersed in the conception, creation, distribution, management and marketing of recorded audiobooks, concerts, music, nightclub performances, podcasts and more.

Campus Location: Main

Program Code: CO-ALE-BA

Contact Information

Jack Klotz, Media Studies and Production Vice Chair
Annenberg Hall, Room 205
215-204-5823
jack.klotz@temple.edu

Learn more about the Bachelor of Arts in Audio and Live Entertainment.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Audio and Live Entertainment (ALE) by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours of credit with a cumulative grade point average of 2.0 or higher overall and in the major.

Students must meet:

1. University requirements
 - All students are required to complete the General Education (GenEd) curriculum.
 - All students must take a minimum of two writing-intensive (WI) courses in the major at Temple University. Whenever possible, it is recommended that students select these WI courses from courses that directly satisfy a specific ALE requirement to ease the path to program completion.
2. Lew Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
3. Minimum of 47 credits in the major / maximum of 68 credits in the major (total of MSP, MUST, HRM, LGLS, SGM, and STHM).
4. Each course that fulfills a requirement for the major must be passed with a C- or better.
5. All prerequisites must be met unless exempted in writing.
6. No more than 20 transfer credits may be applied to the Audio and Live Entertainment major.
7. Total number of credits taken in internship, practicum, independent study, and independent project courses may not exceed 12 credits total.

Audio and Live Entertainment Major Requirements

Code	Title	Credit Hours
Foundation Courses ¹		
MSP 1701	Introduction to Media Production	3
MUST 1701	Music Theory for Non-Music Majors	2
MSP 2663	The Recording Industry and Music Business	3
Music and Media History		
Select a minimum of one of the following:		3
MSP 3297	History of Electronic Media (WI)	
MUST 2113	History of Pop	
Audio Production		
Select a minimum of one of the following:		3-4
MSP 2751	Audio for Media	
MUST 4713	Sound Recording	
Entertainment Industries Fundamentals		
Select a minimum of one of the following:		3
MSP 1655	Introduction to Media Business	
STHM 1113	Foundations of Experience Design and Management	
Professional Development Requirements		
MSP 4039	Senior Seminar ²	3
Select one of the following Experiential Learning Options: ³		3-4
MSP 4687	Recording Industry Practicum	
MSP 4785	Internship	
Professional Focus Courses		
Select a minimum of 24 credit hours from the following courses, including no more than two (2) courses at the 1000 or 2000 level. ³		24
In Audio and Live Entertainment		
ALE 3565	Music Publishing	
ALE 4565	Artist Management	
ALE 4571	International Studies in Media and Communication	
ALE 4755	Advanced Live Sound	
In Media Studies and Production		
MSP 2741	Introduction to Internet Studies and Web Authoring	
MSP 3663	Marketing Music and Media	
MSP 3705	Sound for Visual Media	
MSP 3751	Studio Music Recording Techniques	
MSP 3755	Live Sound Production	
MSP 3771	Podcast and Radio Production	
MSP 4614	Creating a Media Business	
MSP 4663	Art and Business of Recording	
MSP 4687	Recording Industry Practicum	
MSP 4696	Communication in Media Organizations	
MSP 4741	Emergent Media Production	
MSP 4751	Audio Mixing	
MSP 4753	Audio Mastering	
In the School of Sport, Tourism, and Hospitality Management		
STHM 2401	Foundations of Event and Entertainment Management	
STHM 3424	Business of Social Events and Weddings	
STHM 3425	Event and Entertainment Operations	
STHM 3428	Event and Entertainment Revenues	
STHM 3429	Entertainment Management	
STHM 4401	Digital Portfolio Creation	

STHM 4415	The Event Experience
THM 3396	Marketing in Tourism and Hospitality (WI)
THM 4398	Contemporary Issues in Tourism, Hospitality and Event Management (WI)

Note: STHM 2401, STHM 3425, STHM 3428, and STHM 4415 combine for an Event and Entertainment Management Certificate in STHM that is available to ALE students. Limiting electives to 30 credits will provide sufficient space to complete this certificate without counting any course for more than one requirement.

Note also: STHM 2401, STHM 3424, STHM 3425, STHM 3428, STHM 3429, and STHM 4415 combine for an Event and Entertainment Management Minor in STHM that is available to ALE students. Limiting electives to 24 credits will provide sufficient space to complete this minor without counting any course for more than one requirement.

In the Boyer College of Music and Dance

MUST 1705	Music Theory for Non-Music Majors II
MUST 4713	Sound Recording
MUST 4714	Sound Editing
MUST 4725	Advanced Audio Production
MUST 4762	Introduction to Music Technology for Non-Majors

Note: MUST 4713, MUST 4714, MUST 4725, and MUST 4762 combine for a Music Technology Certificate in Boyer that is available to ALE students. Limiting electives to 30 credits will provide sufficient space to complete this certificate without counting any course for more than one requirement.

Note also: The Boyer College of Music and Dance welcomes ALE students to participate in Boyer's non-major, non-auditioned ensembles: OWLchestra, Temple University Night Owls Campus Community Band (TUNO), Temple University Swinging Owls 6 & 8, and Temple University Singing Owls Community Choir.

In the Fox School of Business

BA 2196	Business Communications
HRM 1101	Leadership and Organizational Management
LGLS 3509	Entertainment Law
SGM 3501	Entrepreneurial and Innovative Thinking
SGM 3503	Lean Startup: Fast and Inexpensive Ways to Test and Launch Your Ideas

Total Credit Hours

47-49

1

Foundation courses must be completed within the first 45 credits at Temple University. Students transferring into Temple must complete at least one Audio and Live Entertainment foundation course at Temple, unless exempted in writing by the chair of the department.

2

Taken during final 30 credits.

3

It is recommended that these are chosen in consultation with an Advisor.

Note: Courses offered in various categories can only be counted once.

About the Professional Development Requirements

The academic experience for all Audio and Live Entertainment majors culminates with the Professional Development requirements, which include MSP 4039 Senior Seminar (3 s.h.) and one of the Experiential Learning Options (3-4 credits). Together, these courses provide students with hands-on and practical training in the field while allowing them the opportunity to explore their potential professional futures.

Experiential Learning Option: MSP 4785 Internship

Internship opportunities exist locally (at virtually every media-oriented organization in the greater Philadelphia region), nationally (in New York City, Los Angeles, Chicago, and other U.S. media markets), and internationally (in London, Dublin, Paris, Barcelona, Hong Kong, and Tokyo through the Lew Klein College of Media and Communication's Global Opportunities Program and Temple's Education Abroad Office). Students who wish to enroll in a second internship as an elective can take MSP 4786 for 1 to 3 credit hours. NOTE: To be eligible for an internship, students must obtain an appropriate internship placement for the term of registration (assistance is available), have Junior or Senior standing, a minimum GPA of 3.00, have completed all three ALE foundation courses with a minimum grade of C-, and official approval by the MSP Internship Coordinator via submission of the Internship Verification Form, and once determined eligible, the Site Verification Form.

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Audio and Live Entertainment

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Year 1		Credit Hours
Fall		
MSP 1701	Introduction to Media Production	3
MUST 1701	Music Theory for Non-Music Majors	2
ENG 0802 or ENG 0812 or ENG 0902	Analytical Reading and Writing or Analytical Reading and Writing: ESL or Honors Writing About Literature	4
GenEd Breadth Course		3
GenEd Breadth Course		3
KLN 1001	Klein First-Year Seminar	1
Credit Hours		16
Spring		
MSP 2663	The Recording Industry and Music Business	3
ALE Audio Production Requirement		3-4
GenEd Breadth Course		3
GenEd Breadth Course		3
KLN 1002	Klein College Introduction to Professional Development	1
ALE or Non-ALE Electives		3-2
Credit Hours		16
Year 2		
Fall		
ALE Professional Focus (Option 1) ¹		3
ALE Music & Media History Requirement ¹		3
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life or Honors Intellectual Heritage I: The Good Life	3
GenEd Breadth Course		3
GenEd Quantitative Literacy Course ^{GQ}		4
Credit Hours		16
Spring		
ALE Professional Focus (Option 2) ¹		3
ALE Entertainment Industries Fundamentals Requirement		3
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good or Honors Intellectual Heritage II: The Common Good	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15
Year 3		
Fall		
ALE Professional Focus (Option 3) ¹		3
ALE Professional Focus (Option 4) ¹		3
Non-ALE Electives		9
Credit Hours		15
Spring		
ALE Professional Focus (Option 5) ¹		3
ALE Professional Focus (Option 6) ¹		3
ALE or Non-ALE Electives		9
Credit Hours		15
Year 4		
Fall		
ALE Professional Focus (Option 7) ¹		3

MSP 4039	Senior Seminar	3
ALE or Non-ALE Electives		9
Credit Hours		15
Spring		
ALE Professional Focus (Option 8) ¹		3
Experiential Learning Option (Internship or Practicum) ²		3-4
Non-ALE Electives		10-9
Credit Hours		16
Total Credit Hours		124

1

All students are required to take at least two writing-intensive (WI) courses in their major. This course area includes at least one WI course option. Whenever possible, it is recommended that students select these WI courses from those that also directly satisfy one of their specific ALE requirements, since that will provide a more efficient use of credits and ease the path to program completion.

2

To be eligible for an internship, students must obtain an appropriate internship placement for the term of registration (assistance is available), have Junior or Senior standing, a minimum GPA of 3.00, have completed all three ALE foundation courses with a minimum grade of C-, and official approval by the MSP Internship Coordinator via submission of the Internship Verification Form, and once determined eligible, the Site Verification Form.

Suggested Academic Plan for Transfer Students with 60+ Credits

Please note that this is a suggested academic plan. Depending on your situation, your academic plan may look different.

Year 1		
Fall		Credit Hours
MSP 1701	Introduction to Media Production	3
MUST 1701	Music Theory for Non-Music Majors	2
ALE Professional Focus (Option 1) ¹		3
ALE Professional Focus (Option 2) ¹		3
ALE Music & Media History Requirement ¹		3
KLN 2001	Klein College Experience	1
Credit Hours		15
Spring		
MSP 2663	The Recording Industry and Music Business	3
ALE Audio Production Requirement		3-4
ALE Professional Focus (Option 3) ¹		3
ALE Professional Focus (Option 4) ¹		3
ALE Entertainment Industries Fundamentals Requirement		3
KLN 1002	Klein College Introduction to Professional Development	1
Credit Hours		16-17
Year 2		
Fall		
ALE Professional Focus (Option 5) ¹		3
ALE Professional Focus (Option 6) ¹		3
ALE Professional Focus (Option 7) ¹		3
MSP 4039	Senior Seminar	3
Electives or Remaining GenEd Requirement		5-4
Credit Hours		17-16
Spring		
ALE Professional Focus (Option 8) ¹		3
Experiential Learning Option (Internship or Practicum) ²		3-4
Electives or Remaining GenEd Requirement		10-9
Credit Hours		16
Total Credit Hours		64

1

All students are required to take at least two writing-intensive (WI) courses in their major. This course area includes at least one WI course option. Whenever possible, it is recommended that students select these WI courses from those that also directly satisfy one of their specific ALE requirements, since that will provide a more efficient use of credits and ease the path to program completion.

2

To be eligible for an internship, students must obtain an appropriate internship placement for the term of registration (assistance is available), have Junior or Senior standing, a minimum GPA of 3.00, have completed all three ALE foundation courses with a minimum grade of C-, and official approval by the MSP Internship Coordinator via submission of the Internship Verification Form, and once determined eligible, the Site Verification Form.