



Danube University Krens is specialized in academic continuing education and offers exclusive master's programs and courses in the fields of • Medicine, Health and Social Services • Economics and Business Management • Law, Administration and International Affairs • Education, Media and Communication as well as • Arts, Culture and Building. With more than 9,000 students and 20,000 alumni from 93 countries, Danube University Krens is one of the leading providers of structured courses throughout Europe. The university combines more than 20 years of experience in post-graduate education with innovation in research and teaching and bears the AQ Austria seal of quality. Krens is located in the unique natural and cultural landscape of the Wachau Region, eighty kilometers outside of Vienna.

Danube University Krens. The University for Continuing Education.

Information and Registration

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MA

Music Management

Master of Arts

www.donau-uni.ac.at/musicmanagement

Music is art, but also a cultural and economic resource. Music professionals, whether managers, producers, presenters, music media professionals, or agents need to stay up to date with technological innovations, and evolving music business paradigms to successfully place themselves in this creative industry.

The part-time advanced master's program in Music Management helps build a foundation for motivated students to qualify for rapidly changing national and international music markets by combining music and media theory and practice with economics, management, and legal disciplines.

International academic lecturers and music business professionals help prepare students for dynamic shifts in creative, operational, and commercial aspects pertaining to the global music market.

Music Management, MA

An interactive teaching atmosphere added by a comprehensive and up-to-date curriculum, excursions, blended learning, and networking opportunities support the development and specific goals of each student.

The program's low-residency enables current students and working professionals alike to study while maintaining and building their careers.

International Faculty

Academic lecturers and music business professionals

Duration

5 semesters, part-time, low-residency (120 ECTS credits)

Degree

Master of Arts in Music Management

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> Selected topics from the master's program:

- > Global Music Management
- > Entrepreneurship
- > Music Psychology
- > Project Management & Business Planning
- > Strategic Music Marketing
- > Musical Cultures across the Globe
- > Copyright & Contract Law
- > Music Economy
- > Music & Media Studies
- > Public Relations
- > Indie Labels - Major Labels - DIY
- > Music Publishing & Music Production
- > Digital Distribution
- > Music Industry Structures
- > Concert & Artist Management

> Our international faculty body has included

Judith Merians, top international Hollywood attorney, media business affairs executive, former deputy general counsel, Warner Bros.

John Groves, composer, international sound branding expert, president, Groves Media

Philip Antoniadis, former president, Nimbit Music Services, management for musicians and direct to fan sales expert

Rey Sanchez, associate dean, faculty, University of Miami Frost School of Music, Music Business & Entertainment

Elisabeth Sobotka, artistic director, Bregenz Festival

Benedikt v. Walter, digital economics expert and researcher