



JOEL A. KATZ
Music &
Entertainment
BUSINESS PROGRAM



“I STARTED JOEL KATZ OFF.
I WAS HIS FIRST CLIENT.”

James Brown

JOEL
KATZ
The South's Gentle Giant

Billboard's Top Music Business School (2018, 2019, 2020)

Billboard Once Again Ranks Joel A. Katz Music & Entertainment Business Program Among the Best

KENNESAW, Ga. (Apr 8, 2019) — For the second year in a row, Billboard Magazine has recognized the Joel A. Katz Music and Entertainment Business Program for making Kennesaw State University one of the top music business schools in the country.

Launched in 2010 within the Michael J. Coles College of Business, the MEBUS program teaches students to thrive in the fast-paced world of film, television, and music, production, as well as in artist, venue, and live event management. With courses taught by professional actors and Grammy Award-winning recording artists, students exit the program prepared to work real entertainment industry jobs.



Billboard published its list of the top music business schools in the magazine's March 23 issue. The MEBUS program, which also made the list last year, was featured alongside other programs from prominent schools like Belmont University, Berklee College of Music, New York University, and Syracuse University.

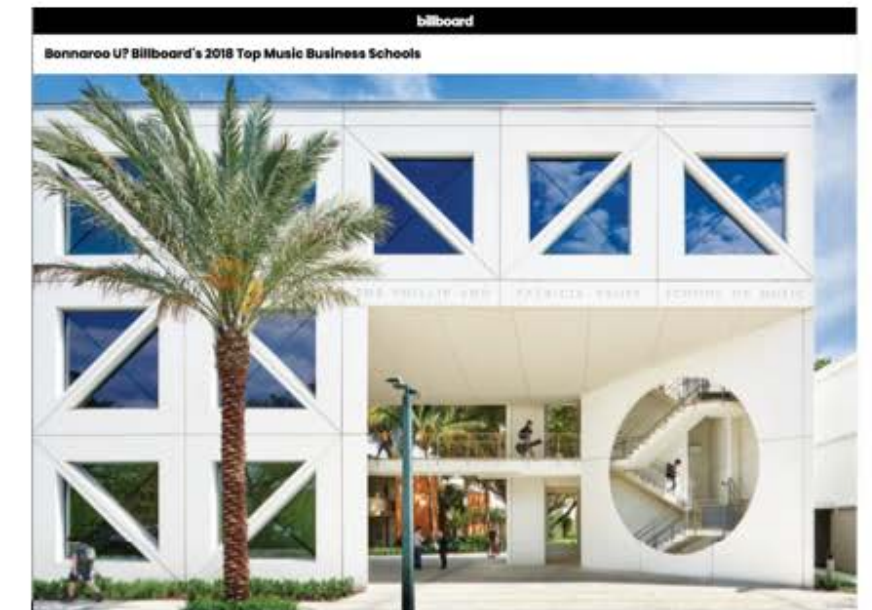
MEBUS Program Director Keith Perissi says that receiving the honor two years in a row clearly demonstrates the strength of the young program.

"It was definitely an honor and privilege to be included as one of Billboard Magazine's Top Music Business School in 2018 after only eight years of existence," he says. "The fact that it was not a one-time recognition means that we are achieving national

Billboard



Billboard Names Kennesaw State Joel A. Katz Music & Entertainment Business Program a Top Music Business School



BELMONT UNIVERSITY

THE MIKE CURB COLLEGE OF ENTERTAINMENT
Nashville

BERKLEE COLLEGE OF MUSIC

Boston

KENNESAW STATE UNIVERSITY

THE JOEL A. KATZ MUSIC AND ENTERTAINMENT BUSINESS PROGRAM
Kennesaw, Ga.

As part of the Coles College of Business at Kennesaw State, 40 miles northwest of Atlanta, the 24-credit-hour Katz Music and Entertainment Business (MEBUS) program is open to all KSU undergraduate students and can be added as a minor concentration to their major course of study. "The Katz MEBUS program presents opportunities for students to intern with companies such as Coca-Cola Studios, the Grammys, Sixthman, Red Light Management, Live Nation, Moxie and many more," says program director Keith Perissi, noting that alumni have been hired by those organizations and others – including Katz's law firm, Greenberg Traurig. The Katz MEBUS program also offers an annual study abroad trip to London, including an all-day visit with international executives at Sony Entertainment.

Guest speaker: Zac Brown Band members John Driskell Hopkins and Coy Bowles are artists-in-residence who regularly visit to share their perspectives on the music and touring industries.

Program Options

- **24-Credit Hour Certificate**
- **18-Credit Hour Minor**

The **24-CREDIT HOUR CERTIFICATE** provides instruction and exciting **INTERNSHIP OPPORTUNITIES** in...

FILM & TV PRODUCTION
AUDIO & VIDEO ENGINEERING
VENUE & ARTIST MANAGEMENT
CONCERT & EVENT PRODUCTION
ENTERTAINMENT ENTREPRENEURSHIP

Open to all majors.
APPLY NOW!
www.ksumebus.com

For more information: ksumebus@kennesaw.edu

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Both may be added to any major at KSU and can be completed with the major in four years



KENNESAW STATE UNIVERSITY
 COLES COLLEGE OF BUSINESS
Joel A. Katz Music and Entertainment Business Program

JOEL A. KATZ
Music & Entertainment
 BUSINESS PROGRAM



RIGHT PLACE.
 RIGHT PEOPLE.
 RIGHT TIME.

Need an extra credit hour?

Sign up for **MEBU 1101** for an introduction into the exciting music and entertainment industry.

No pre-requisites required.

REGISTER NOW!

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MEBUS opens doors to the entertainment industry through AMAZING INTERNSHIP opportunities with ...

Coca-Cola



RECORDING
ACADEMY™



*Zac
Brown
Band*



And MANY more!



Artists and Executives in Residence

John Driskell Hopkins

Coy Bowles



Bryan Calhoun

Audio Production Courses

KENNESAW STATE UNIVERSITY
Coles College of Business

Joel A. Katz
{ Music & Entertainment }
Business Program

ENTERTAINMENT MEDIA PRODUCTION &
AUDIO PRODUCTION & TECHNOLOGY COURSES

UNLEASH YOUR CREATIVITY and PASSION!
You will learn how to demystify computer-based production through hands-on projects developing your skills in voice over, sound design, audio recording, video production, record production, live sound, microphone techniques, mixing, mastering, and MORE!

Succeed in learning professional media production tools such as Pro Tools, Logic X, and Adobe Premiere.

LEARN LIKE A PRO, THEN BECOME ONE.

MEBU 2270 - Entertainment Media Production
MEBU 3370 - Audio Production and Technology
MEBU 4470 - Advanced Audio Production and Technology

For more information please contact
ksmebus@kennesaw.edu
ksmebus.com | 470.578.7670

APPLY NOW!

Learn how to use industry-level software including Logic Pro X, Pro Tools, and Adobe Premiere Pro!

- **MEBU 2270 Entertainment Media Production**
- **MEBU 3370 Audio Production & Technology**
- **MEBU 4470 Advanced Audio Production & Technnology**

Film, TV, and Video Game Production Courses




- **MEBU 3280 Fundamentals of Creative Adaptability**
- **MEBU 3380 Principles of Creative Adaptability**
- **MEBU 4480 Advanced Creative Adaptability**

LONDON STUDY ABROAD

Joel A. Katz
Music & Entertainment
 Business Program

STUDY ABROAD

LONDON, ENGLAND









Sign up for a Magical Mystery Tour of learning and fun in London, England! Explore the city's rich musical heritage from the perspective of the entertainment business. Develop a digital marketing strategy inside the Sony Entertainment boardroom to launch an emerging UK artist in the US. Learn from top Sony Executives, including Simon Cowell's marketing team.

Visit BMI London and learn how artists get paid for their intellectual property. Travel on the Virgin Bullet train to the historic city of Liverpool and walk in the footsteps of the Beatles. Revel in Britain's favorite sport with a visit to The Arsenal's football stadium. Study London's political culture with an insider's tour of the Houses of Parliament including a face-to-face meeting with a Member of Parliament.

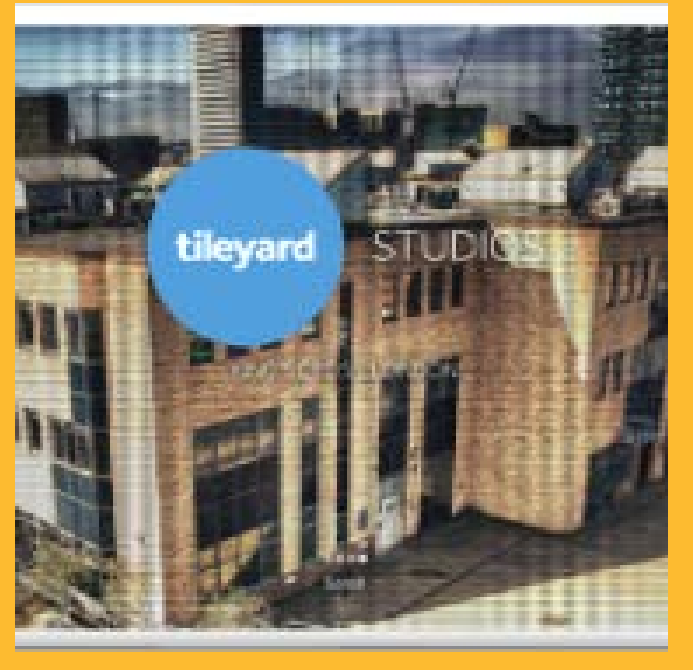
Experience London's music culture first-hand with visits to: the Royal Albert Hall, Abbey Road Studios, a British Music Heritage Tour, Tileyard Studios and much more!

"I'll forever be in debt to the MEBUS program for giving me the opportunity to visit all the amazing places and meet the incredibly talented people that I encountered there. I'll be sharing these stories until the day I die."

London 2016
Study Abroad Student

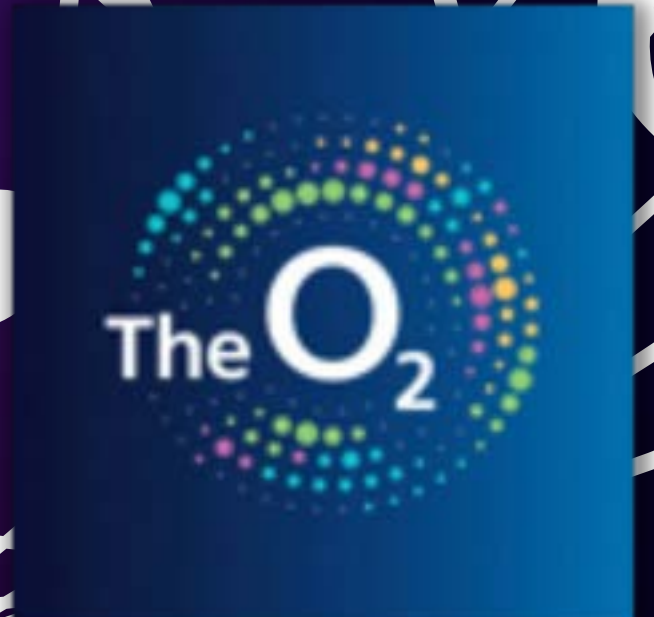
For more info visit kennesaw.com/London or email kombf05@kennesaw.edu





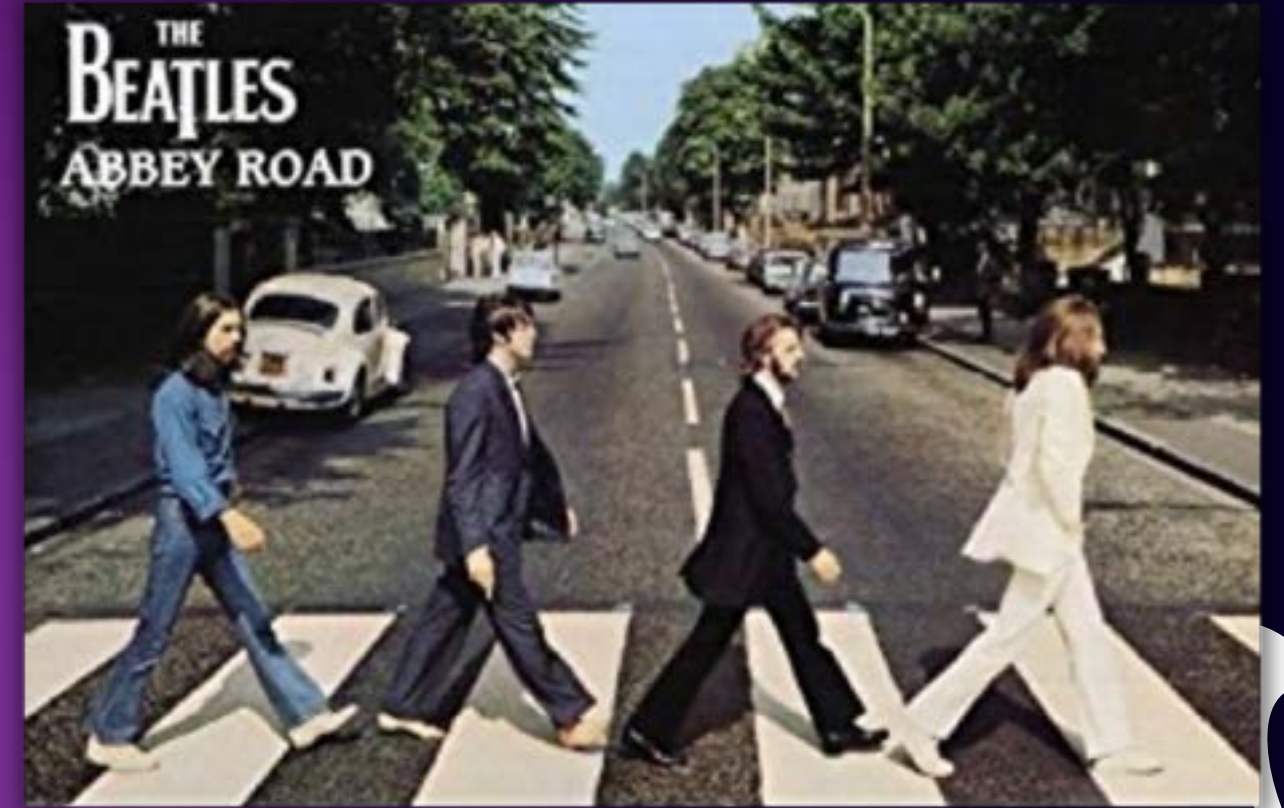
UNIVERSAL MUSIC GROUP

LONDON STUDY ABROAD



Abbey Road Studios

LONDON STUDY ABROAD



DISNEY STUDY AWAY

4-Week Summer Semester • May 27 - June 23
Includes one week at Walt Disney World® Resort (June 7 - June 12)
\$2,500 + Tuition • Earn 6 Credit Hours Toward Graduation

The College of Computing and Software Engineering (CCSE) and the Joel A. Katz Music and Entertainment Business Program (MEBUS) are excited to offer a new, interdisciplinary "study away" opportunity for undergraduate students.

Combining on-campus study with guided exploration of the Walt Disney World® Resort in Lake Buena Vista, Fla., you learn first-hand how Disney and Pixar pioneer world-changing entertainment technology.

CHOOSE TWO COURSES (six credits)

- CS 4722 – Computer Graphics and Multimedia
- MEBU 2270 – Entertainment Media Production
- CGDD 4113 – 3D Modeling and Animation
- MEBU 4490 – Creative Adaptability

The KSU Disney Interactive Entertainment Study program covers music, film, television, videogames, computer graphics, 3D modeling and animation, and AR/VR technology. It features behind-the-scenes tours, lectures from Disney Imagineers, and projects where Walt Disney World resort becomes your classroom.

Working in interdisciplinary teams, students will complete reflective assignments during the on-site experience, develop a significant project for their portfolio, and present at the end of the summer term. The experience meets all expectations of the CS, CGDD, and MEBU courses.

YOUR ITINERARY

- May 20-June 5: Engage in exciting classroom activities at KSU
- June 7-12: Explore four Walt Disney World Resort® parks, interacting with presenters inside and outside the resort, and applying your transportation, hotel, and in-park activities to your learning/courses
- June 15-23: Wrap up with post-production and development work in the classroom and labs at KSU

Program Cost Includes All Transportation (including airfare), Disney's Caribbean Beach Resort, 4-Day Park Tickets, and All Meals



KENNESAW STATE
UNIVERSITY

For more information and
to register, please visit
ccse.kennesaw.edu/disney
or email
ccse-disney@kennesaw.edu

Disney
EDUCATION
PROGRAMS
COLLEGE EDITION

As to Disney properties/artwork: © Disney.

The
WALT DISNEY
Company

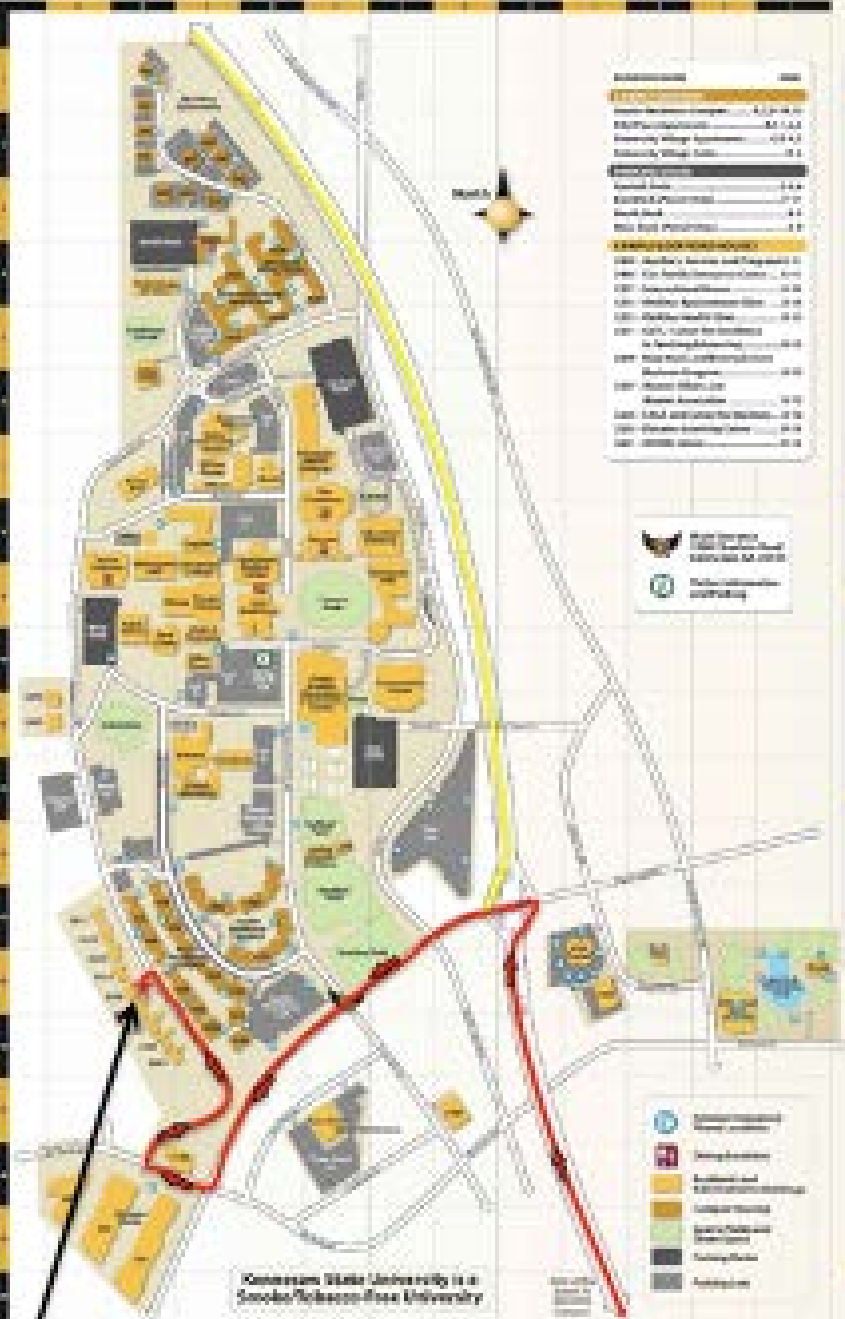


APPLY NOW!

**For more information,
contact:**

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Program Coordinator
cconn4@kennesaw.edu
470.578.7670


Kennesaw State University



MEBUS House
Joel A. Katz Music & Entertainment
Business Program
3309 Campus Loop Rd
Kennesaw, GA 30144

DIRECTIONS

- I-75 North/South to Exit 271, Chastain Rd.
- West on Chastain Rd.
- Right on Big Shanty Rd.
- Immediate Right on Campus Loop Rd.
- 3309 Campus Loop Rd (5th house on left)
- Joel A. Katz Music and Entertainment Business Program



Kennesaw State University
Kennesaw Campus



ksumberus.com

SEE WHAT WE'RE UP TO!

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