The mission of the Music and Entertainment Business Program is “to educate students to become professionals in an environment that motivates and enriches their intellectual curiosity to the level where they see themselves making music and entertainment their full lifetime career.”

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

BELMONT UNIVERSITY
THE MIKE CURRI COLLEGE OF ENTERTAINMENT
Nashville

BERKELEY 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 (MBUS) program is open to all KSU undergraduate students and can be added as a minor concentration to their major course of study. “The Katz MBUS program presents opportunities for students to intern with companies such as Coca-Cola Studios, the Grammys, Sledman, Red Light Management, Live Nation, Moise 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 MBUS 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.
Billboard Names Kennesaw State Joel A. Katz Music & Entertainment Business Program a Top Music Business School

Joel A. Katz Music & Entertainment Business Program makes the Billboard charts

KENNESAW, Ga. (July 9, 2018) — Billboard – one of the world’s most influential entertainment media companies – recently included Kennesaw State University in its list of the top 15 music business schools in the country. The list highlights the university’s Joel A. Katz Music and Entertainment Business Program (MEBUS) for its inclusiveness and its relationship with Atlanta-area entertainment brands such as Live Nation, Coca-Cola Studios, and the Zac Brown Band.

Artist-in-Residence Coy Bowles with the Zac Brown Band speaks to MEBUS students.

2018 MEBUS London Study Abroad students and faculty (Director Keith Perriam, Associate Director Danny Hovell) with veteran road engineer Tony Cash in front of Abbey Road Studios.

MEBUS alumni Michael Sall at Sony Music International offices in London.

MEBUS students (L-R) Stephanie Aunees, Ashley Dennis, and Diane Johnsion recording in MEBUS MacLab.
An Unexpected Blessing

KSU student gets impromptu chance to sing at Braves game

KENNESAW, Ga. (Oct 5, 2018) — Kennesaw State University student Sirena Grace brought a roar of applause from the crowd when she performed “God Bless America” at the Atlanta Braves game at SunTrust Park on Sept. 21.

Not bad for someone who had only two hours to prepare to sing in front of 34,370 people.

“That moment, I felt extremely proud and the energy of the crowd was exhilarating,” Grace said. “I felt the emotion and the pride that was in the stadium, and it gave me strength to be able to hit those high notes and sing with love.”

Grace, a journalism major and a student in the Joel A. Katz Music and Entertainment Business Program (MEBUS), happened to be at SunTrust Park that night to watch friends give a pre-game show at The Battery. The sound engineer, Andrew Tanguay, recognized Grace from a local talent show earlier this year, and he asked if she would like to sing “God Bless America” because the scheduled performer had canceled.

“I said. ‘Are you kidding? Yes! Of course I’ll sing it,’” Grace said. “It was an amazing opportunity that I could not pass up. It happened so randomly and I had to prepare quickly.”
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

Facebook.com/KSUMEBUS @KSUMEBUS @KSUMEBUS
Success in the music and entertainment business requires skills from diverse fields. This 24-credit hour certificate program prepares you for a variety of exciting opportunities. It is open to all KSU students. APPLY NOW FOR CLASSES.

Program Requirements: 2.8 minimum GPA | Completed Application | Transcripts

KSUmebus@kennesaw.edu | 470.578.7670 | www.ksumebus.com
Opening doors to the entertainment industry through AMAZING INTERNSHIP opportunities with...

...AND MORE!

ksumebus@kennesaw.edu | www.ksumebus.com

Facebook.com/KSUMBUS  @KSUMEBUS  @KSUMEBUS
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!
www.ksumebus.com
Joel A. Katz
Music and Entertainment Business Program
Artists in Residence

John Driskell Hopkins

Coy Bowles
Audio Production Courses

MEBU 2270 Entertainment Media Production
MEBU 3370 Audio Production & Technology
MEBU 4470 Advanced Audio Production & Technology

LEARN LIKE A PRO, THEN BECOME ONE.
CREATIVE ADAPTABILITY
Film, Television & Video Game Production

Creative Adaptability is a unique educational program - the only one of its kind in the United States. It provides opportunities for students to understand the business of creativity by giving them hands-on experience in project building. We provide students unparalleled access to accomplished creative specialists, so that they do not make "student films." Instead, our classes will collaborate on professionally produced films, and will graduate with actual film credits.

As the program matures, we expect to extend this opportunity into videogames, animation and many other media. Our ultimate goal is to nurture student talent, and to produce projects created by students, with direct professional collaboration. We want to teach our students to be producers. We want to give them creative confidence, which directly correlates to creative accomplishment. We want to teach them how to move easily across media, so that they understand the dynamics of film, animation, television, games, comics, new media and more.

Zombie 101: KSU instructor appears in "The Walking Dead"

KENNESAW — The real-life experience Beth Keener shares with her students includes days of trying to outrun the living dead.

A part-time instructor with Kennesaw State University's Joel A. Katz Music and Entertainment Business Program, Keener this summer was on the set of AMC's "The Walking Dead." Fans of the show this month saw her as Annie, one of the residents of Alexandria, the town Rick Grimes and his group of survivors moved into during season five.

Keener has appeared in two episodes this month — the show’s Oct. 11 season premiere and the latest episode on Oct. 25. Her scenes for those episodes were shot in and around Senoia at the end of May and June, with her and other cast members brought back in July for pickup shots — scenes re-shot due to script re-writes, problems with previous shots and other factors.

REGISTER TODAY www.ksumebus.com/mebusevents
Tanner Smith
Chastain Park Verizon Wireless Amphitheatre
Sixthman Talent Buyer
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 artist's get paid for their intellectual property. Travel on the Virgin Bullet train to the historic city of Edinburgh and walk in the footsteps of the Beatles. Visit the immortalize 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 incredible talented people that I encountered there. I'll be sharing these stories until the day I die."

For more info visit kensusbus.com/london or email kensusbus@kennesaw.edu
APPLY NOW!

For more information contact:

Haley-Kate Daykin
Program Coordinator

hdaykin@kennesaw.edu | 470.578.7670