

Youth Scholars Institute

2010 Program

TITLE: Music Entrepreneurship

INSTRUCTOR: Josh Tindall, MBA, Adjunct Assistant Professor of Music

DESCRIPTION: This exciting week will explore the music industry from many different aspects. Students will learn how to create, polish, market, and manage their own unique musical offering. Whether the student's interest is in being a solo performer, in a group, or eventually owning their own musical enterprise, this course will lay the groundwork and show them the skills and basic techniques they will need to succeed regardless of genre or style. Students will watch fun and informative videos from some of the best known performers in the industry. They'll hear from guest speakers and take a trip to Lebanon Valley College's state of the art recording studio to learn the tricks of recording artists. Best of all, students will have fun tailoring this course to their own needs so that by the end, they will not only learn the skills needed to launch their career, but will also have a personalized plan to turn their musical dreams into reality.