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With final accreditation, new Georgia Southern music industry degree ready to launch

January 26, 2021



Georgia Southern University's Department of Music earned national accreditation for a new music industry degree, the final step for an innovative program that combines music, technology and entrepreneurship. Launching in the fall of 2021, the new music industry program will prepare musicians for evolving careers in music. The program curriculum combines a traditional degree with 21st-century technology and performance opportunities.

Accreditation from the [National Association of Schools of Music \(NASM\)](#) allows the new program, Bachelor of Arts in Music with a concentration in music industry, to be offered at the Armstrong Campus in Savannah. Students will have the option of declaring an emphasis area in music technology or music business.

"We could not be more excited about this program," said Steven A. Harper, Ph.D., chair of the Department of Music. "For many years, the music program has been itching to expand its reach and regional impact. Savannah is perfectly suited for a degree of this type and we couldn't be more pleased to have this degree come to fruition."

The music industry program includes courses in music management, live sound, recording studio techniques, digital audio workstations and music entrepreneurship.



“The numerous music industries in Savannah include music manufacturers, performing organizations/venues and major music festivals. These industries can provide ample internship possibilities for hands-on experience in a chosen area,” Harper said. “We are able to reach a student body we’ve never been able to serve before. We can prepare students for a whole different set of in-demand careers and we can create ties with the music industry in Savannah in a way that’s never been possible for us until now. It’s going to be a huge boon for the department, the college, the university and the Armstrong Campus.”

One professor key to the program will be Stephen Primatic, DMA, who teaches percussion, theory, jazz and music technology. His versatility is evidenced by the books he has written: two on percussion pedagogy and another on instrument maintenance/repair.

“This program will be beneficial to our students, the university and the community of Savannah, offering education and training for music careers in the 21st century,” said Primatic.

For more information or to apply, visit <https://programs.georgiasouthern.edu/musicindustry/> Georgia Southern University, a public Carnegie Doctoral/R2 institution founded in 1906, offers approximately 140 different degree programs serving almost 27,000 students through 10 colleges on three campuses in Statesboro, Savannah, Hinesville and online instruction. A leader in higher education in southeast Georgia, the University provides a diverse student population with expert faculty, world-class scholarship and hands-on learning opportunities. Georgia Southern creates lifelong learners who serve as responsible scholars, leaders and stewards in their communities. Visit GeorgiaSouthern.edu.

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