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## Supplemental Admissions Information M.A. in MUSIC BUSINESS (MUBG)

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*These requirements are for Fall 2008 applicants. New requirements, specifically the essay topic will change for Fall 2009. The new requirements are typically posted at the end of August, so please be sure to check for the new requirements if you plan to apply for a future semester.*

**Essay:** Write a topical, 1000-word (not including bibliography) essay, typed and double-spaced. A bibliography of all your research is required.

Briefly describe the concept of the Long Tail theory and apply it to the recorded music industry in both the digital and physical markets. Those who are affected by the Long Tail theory include artists, consumers, retailers, and distributors (wholesalers). What are the advantages and disadvantages of this theory for each of these? Also, how might record labels be affected and what role do they play as this Long Tail theory evolves?

**Letters of Recommendation:** Provide at least two letters of recommendation. These letters should attest to your strengths, weaknesses, potential to succeed in a rigorous academic program, and potential for management.

**Personal Data Outline:** This should be completed in lieu of the personal statement. Please provide this data in a narrative form, single-spaced, not to exceed 4 pages total.

A. Professional Overview: What are your goals in this field? Other than studying at NYU, outline at least three steps you plan to take to reach those goals. Why do you wish to study in this field at the graduate level?

B. Self-Appraisal: What major assets do you present to support your selection for training in this program? What are your present weaknesses and limitations? In what ways do you think New York University may help you? What other steps have you taken or do you plan to take to improve yourself academically, vocationally, personally, or otherwise?

C. Research Ideas: Cite several current business issues related to the present state of any sector(s) of the music industry. Select one issue and suggest how you would research it on the graduate level.