Kennesaw State University named a GRAMMY Museum® University Affiliate

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Joel A. Katz Music and Entertainment Business Program inducted as one of three in nation

KENNESAW, Ga. (Oct. 30, 2015) — Kennesaw State University’s Joel A. Katz Music and Entertainment Business (MEBUS) program has been selected as an official University Affiliate of the GRAMMY Museum® at L.A. LIVE, one of only four institutions across the country named so far this year.

“We are honored to receive this recognition and look forward to watching our students greatly benefit from the many opportunities offered through this GRAMMY Museum partnership,” said Keith Perissi, director of KSU’s MEBUS program.

As a University Affiliate of the GRAMMY Museum, the MEBUS program, a joint venture of the College of the Arts and the Coles College of Business at KSU, will have access to Museum content for educational purposes, curriculum resources, research programs, internship opportunities, professional development seminars, collaborative marketing, promotions and project-based learning.

A leading model for academic and applied studies in the music and entertainment industry, the MEBUS program teaches business acumen and the business side of the industry while providing
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practical experiences, on-the-job training and exploration of career opportunities. The program’s founder and namesake, Joel A. Katz, is one of the nation’s foremost entertainment attorneys.

“We’re thrilled to welcome the Joel A. Katz Music and Entertainment Business Program into our GRAMMY Museum University Affiliate family,” said Bob Santelli, executive director of the GRAMMY Museum. “The program’s close proximity to the Atlanta chapter of The Recording Academy will provide a unique opportunity for the Museum to interact and engage with students interested in pursuing careers in music.”

The new partnership was announced Oct. 30 during a reception at Kennesaw State. The University is now one of eight institutions inducted into the GRAMMY Museum University Affiliate program since it launched in 2014.

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About the GRAMMY Museum®
The GRAMMY Museum is an independent, nonprofit organization created as a partnership between The Recording Academy and Anschutz Entertainment Group. Paying tribute to music’s rich cultural history, the one-of-a-kind 21st century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music. The GRAMMY Museum features 30,000-square feet of interactive permanent and traveling exhibits, with four floors of dynamic and engaging multimedia presentations, and is located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver. Visit www.grammymusuem.org [14] for more information.

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