

Construction of the Curriculum System of Music and Art Management with Chinese Characteristics

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Abstract: As a newly emerging course in China, the art management major not only carries the demand for market-oriented music art, but also can deepen the development of China's cultural industry and provide more employment opportunities for music talents. Therefore, the music major of universities should have sufficient sensitivity. Through the research and guidance of this new course, the university that offer this course can directly send talents in music management to the market. The music and art management with Chinese characteristics is composed of four major parts including public elementary courses, professional basic courses, major courses, and optional courses. The specific courses are composed of two major categories of business management professional courses and music major courses. The purpose of the course is to cultivate compound music and management talents with both management capabilities and professional music appreciation ability, so that students can master the new types of business management and music art, and they'll be able to develop the artistic and economic value of music.

Keyword: Music and Art Management; General Course; Specialized Core Course; Curriculum System

Introduction

The construction of curriculum system of scientific music art management has become an important task in the academic field of Chinese music art management. Although this curriculum system is still immature and very fragmented. Even the music art management course belongs to the category of musicology, or belongs to the category of management courses, no consensus has been reached in the academic field of music and art management so far, this can not prevent us from conducting a disciplinary study on it. The growth demand of Chinese cultural industry determines the strategic demand for the development of China's cultural industry, and historically stipulates that the study of Chinese cultural industry is unlikely to follow the development path of Western cultural industry research. As the music and art management in the field of cultural industry management, it is also impossible to follow the development path of western music and art management. So, the construction of the curriculum system of music art management with Chinese characteristics is not only in line with the objective requirements of the party and the government for advocating the construction of a socialist cultural industry management system with Chinese characteristics, but also meets the actual needs of the development of Chinese music and art in universities.

I. The Necessity of Constructing the Curriculum System of Art Management Majors with Chinese Characteristics

In recent years, as the country has gradually increased its efforts to develop cultural industries, the investment of universities in art has also increased. Through the research and combing of the current status of music art management in colleges and universities, and combined with the teaching characteristics of college music art management, this paper has analyzed the future advantages and necessity of music art management major, put forward the own views and proposed some practical solutions to the problems existing in them. Art management refers to management and operation in the process of art production and construction. Art is the basis and management is the essence. It is a new subject closely related to psychology, economics and marketing. It is a comprehensive art based on the development of the times and advancing with the times which mainly researches art

communication, art planning and art. Marketing. Music can cultivate students' patriotism, just like we can have a special feeling of moving to tears when we hear the national song ringing on any occasion. Music can also build students' self confidence, establish positive moral values, improve their aesthetic ability and increase knowledge. Use music to drive the enthusiasm and self confidence of students to learn, let them enjoy the joy of learning and feel the beauty of life. When each student becomes a positive person, the management of the school will naturally be much easier.

II. Analysis of the Status Quo of Music Art Education in Universities

2.1 Basically Only Focus on Learning Professional Courses

In the music and art education of colleges and universities, only music majors arrange courses related to music and art, while students of other majors can only learn the relevant knowledge in optional courses. Even students in music art major only pay attention to the study of professional knowledge in the process of learning, but rarely on the content of morality. Even though many colleges and universities are promoting quality education, their thoughts have not changed. For example, science colleges and universities have basically no majors related to music, so students have little chance of getting in touch with music.

2.2 Music Art Education starts Late

Music art management is to train a group of talents with basic knowledge of Marxist basic theories and systems. Music art management mainly refers to the combination of music and business, as well as a series of planning for music education, and training and performances. Music and art education is much later than that of developed countries, it's mainly because of the defects in the education system of China's colleges and universities. Colleges and universities in China have paid more attention to cultural education in for a long time, but not to art education. If students want to develop in music art, they need to study in a professional music school.

2.3 Infrastructure Issues in Music Art Education

To effectively integrate college student management work with music and art education, the most important thing is to improve the music and art education infrastructure in school and lay the foundation for music art education. In the past, colleges and universities did not pay enough attention to music and art education, so they lacked effective music and art teaching facilities. Some schools with music and art majors have built piano classrooms and dance studios, but these places are only provided to students of music art, it is normally closed, and the students of other majors do not have the opportunity to enter and use. This has effectively limited the smooth development of music and art education.

III. Construct a Curriculum System for Music Art Management

3.1 Public Elementary Course

This kind of course is the teaching content designated by the National Education Management Function for Universities in Mainland China and is an institutional curriculum. Music and art management majors must also be set in accordance with the regulations of the University. Such courses do not have the characteristics of music and art management. The specific names will not be listed here.

3.2 Professional Basic Course

Course content: Music Marketing Introduction, Analysis of Music Marketing Environment, Music Consumer Market, Music Marketing Research, Music Market Segmentation, Music Target Market and Music Market Positioning, Music Artwork Strategy, Strategy of Music Artwork Pricing, Strategy of Music Art Distribution, Strategy of Music Art Promotion, Music Marketing Ethics and

Social Responsibility.

Music Marketing Introduction: The reasons for music marketing issues, the nature of music marketing tasks and purposes, and the core concept of music marketing. Analysis of Music Marketing Environment: the meaning and characteristics of the music marketing environment, the micro-environment of music marketing, the macro environment of music marketing, the opportunities and threats of the music marketing environment.

Music consumer market: Music consumer market and its characteristics, music consumer behavior patterns, major factors affecting music consumer behavior, purchasing process of music consumer.

3.3 Major Courses

The content of *History of Chinese Music*, *History of Foreign Music*, *Aesthetics of Music*, *History of Chinese and Foreign Art* is mainly to draw on the teaching mode of music major. The purpose of teaching is mainly to master the knowledge of music and art, and master the knowledge of Chinese and foreign art history.

IV. Implementation Strategy of Music Art Management Course System

4.1 Improve the Infrastructure of Music and Art Education

To effectively integrate college student management work with music and art education, the most important thing is to improve the music and art education infrastructures of schools and lay the foundation for music art education. In the past, colleges and universities did not pay enough attention to music and art education, so that they lacked effective music and art teaching facilities. Some schools with music and art majors have built piano classrooms and dance studios, but these places are only provided to students of music art, it is normally closed, and the students of other majors do not have the opportunity to enter and use.

4.2 Cultivate the Team Spirit of Students with Music and Art Education

After entering the society and work, university students will be exposed to all kinds of people. In the work, they will inevitably work with other people to complete the same work, which requires them to have a strong team spirit and the sense of collectivist honor. In the student management work of colleges and universities, the team spirit of students can be developed through music and art education.

4.3 Organize Art Team to Enrich the Cultural and Sports Activities

To effectively integrate student management work with music and art education, we should also strengthen the organization of art groups and carry out rich cultural and sports activities. The student association is a self-organized group of students. It has important social education functions. At the same time, it can also realize self-management, self-education and self-development of college students, encourage them to actively carry out various group activities, and promote the comprehensive quality improvement of students.

Conclusion

As the mass media has become more and more prosperous, the music art and the performing arts market have formed an inseparable connection, especially the beautiful prospects brought by the deepening of the music, art and cultural industries, and the art management major must be paid attention to in the music education in colleges and universities. In summary, through the research of this article, the music and art management profession is the result of market selection, and is the only way for the music industry to spread its output in the future. In the development of long-term art, as a kind of soft power, but culture can only let the market operate in an orderly manner with the hard power of art management. So, it is an urgent requirement to establish an effective art management major in universities with music subjects. It is also of great practical significance. Also,

it has far-reaching significance and value for both the employment of students and the setting of majors in schools.

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