David Rezak

Syracuse U. - Director, Bandier Program

By MEREDITH HIGHT

Pooled the school’s resources to create a forward-thinking music management program.

The music business isn’t what it once was, but that doesn’t rankle Rezak, a former manager, promoter and label exec whose involvement with the ever-changing industry dates back to the late ’60s. With an eye to the future, Rezak helped launch the Bandier Program, a new, music-focused, multidisciplinary, bachelor of science track at Syracuse.

“We want these students to envision and implement a new paradigm for the music industry because it needs one,” he explains. “Like the industry, the curriculum and the syllabi will be constantly evolving.”

The program focuses on how music functions across all platforms — particularly new media — and is aimed at students interested in everything from concert promotion to music publishing to starting a record label.

Coursework even extends to marketing, media law and accounting. Drawing on the powerful network of Syracuse alumni working in the music and entertainment industries, the Bandier program requires three internships and emphasizes mentoring and career placement assistance, positioning students for solid careers in the business, whatever the future might hold. — Meredith Hight