

MUSIC INDUSTRY / BACHELOR OF ARTS

Total Credit Hours: 120

Major Credit Hours: 55

Degree Requirements

The BA in Music Industry is a culturally inclusive, richly diverse, and experiential music program for students who are interested in pursuing careers in the highly diverse music industry. Students from all musical backgrounds are welcome in this program. The program involves many experiential learning opportunities including an internship experience, often at world-class organizations. Through the completion of core music courses, concentration core courses, and music electives, students will experience a music curriculum that responds to current needs and market trends in the music industry.

Music Industry students complete the following music core curriculum and courses for one of the four concentration core curriculums:

1. Popular Music Studies,
2. Music Business,
3. Popular Music Performance,
4. Music Production and Recording.

Requirements

Code	Title	Hours
Core Courses		
MUSC 10001	Music Seminar	1
MUSC 12000	Music Theory 1	3
MUSC 12100	Music Theory 2	3
MUSC 12200	Music Theory I Lab	1
MUSC 12300	Music Theory II Lab	1
MUSC 19000	Discovering Classical Music	3
MUSC 22000	Music Theory 3	3
MUSC 22200	Music Theory 3 Lab	1
MUSC 29900	Introduction to Recording and Computer Music	3
MUSC	Ensembles	4
Select one of the following:		3
MUSC 33500	History of American Popular Music for Majors	
MUSC 33550	Sex, Race, and Power in Pop Music for Majors	
MUSC 33700	History of Jazz for Majors	
MUSC 49700	Music Capstone Seminar	0
MUSC 49800	Internship ¹	1
Concentration		
Select one of the following:		25
Popular Music Studies (p. 1)		
Music Business (p. 1)		
Popular Music Performance (p. 2)		
Music Production and Recording (p. 2)		
Electives		

Each concentration empowers students to customize their educational experience through music electives. The elective course options for the concentration requirements are:

ARTS 23300	Motion Graphics	
BSAD 21500	Introduction to Entrepreneurship	
COMM 20600	Social Media and Online Audiences	
CPSC 20000	Introduction to Computer Science	
CPSC 21000	Programming Fundamentals	
MKTG 20000	Principles of Marketing	
MKTG 30500	Introduction to Digital Marketing	
MKTG 37600	Digital Marketing Strategy	
MUSC	Applied Lessons	
MUSC	Ensembles	
MUSC 18700	Songwriting	
MUSC 21000	Introduction to Music Business	
MUSC 30000	Electronic Music Techniques	
MUSC 31000	Music Business	
MUSC 32100	Form and Analysis	
MUSC 32200	Orchestration	
MUSC 33000	Conducting	
MUSC 33500	History of American Popular Music for Majors	
MUSC 33550	Sex, Race, and Power in Pop Music for Majors	
MUSC 33700	History of Jazz for Majors	
MUSC 41001	Music Performance Practicum	
MUSC 41002	Music Sound Reinforcement Practicum	
MUSC 41003	Music Production Practicum	
THTR 25100	Stage Technology 1	
Advanced Writing Requirement		
MUSC 19000	Discovering Classical Music	3
Total Hours		55

¹ Music Industry majors will take the Internship for 1 credit.

Concentration Requirements

Concentrations provide greater flexibility to students to pursue areas of the music industry that interest them. When combined with the music core curriculum outlined above, concentrations allow for adaptability in responding to mutable market trends in the music industry by prioritizing the practical application of skills for musicians in the twenty-first century.

Popular Music Studies

Concentration: POPM

Code	Title	Hours
Music Electives		25
Total Hours		25

Students will choose 25 credits of elective hours from the list of Electives.

Music Business

Concentration: MUSM

Code	Title	Hours
BSAD 21500	Introduction to Entrepreneurship	3
MKTG 20000	Principles of Marketing	3
MKTG 30500	Introduction to Digital Marketing	3
MUSC 21000	Introduction to Music Business	3

MUSC 31000	Music Business	3
Music Electives		10
Total Hours		25

Students will choose 10 credits of elective hours from the list of Electives.

Popular Music Performance

Concentration: PMPR

Code	Title	Hours
MUSC 18700	Songwriting	2
MUSC 21000	Introduction to Music Business	3
MUSC	Applied Lessons	8
MUSC	Ensembles	2
Music Electives		10
Total Hours		25

Students will choose 10 credits of elective hours from the list of Electives. Additionally, Ensemble requirements are in addition to the required ensembles in the music core.

Music Production and Recording

Concentration: PRRC

Code	Title	Hours
MUSC 10800	Recording Ensemble (repeated for a total of two credits)	2
MUSC 18200	Piano	1-2
MUSC 18700	Songwriting	2
MUSC 30000	Electronic Music Techniques (repeated for a total of six credits)	6
MUSC 32200	Orchestration	3
Music Electives		10
Total Hours		24-25

Students will choose 10 credits of elective hours from the list of Electives. Additionally, ensemble requirements are in addition to the required ensemble in the music core.