Bachelor of Music Degree with a Concentration in Music Marketing

The minimum number of semester credit hours required for this degree, including the Core Curriculum requirements, is 130 in the Music Performance concentration, 130 in the Composition concentration, 130 in the Music Marketing concentration, and 133 in the Music Studies concentration. Undergraduates seeking elementary teacher certification must complete the interdisciplinary studies degree.

All candidates for this degree must fulfill the Core Curriculum requirements and the music degree requirements, which are listed below. In addition, a candidate for the Bachelor of Music degree must complete the course requirements for the concentration declared by the candidate.

**Core Curriculum requirements:** Students seeking the Bachelor of Music degree must fulfill University Core Curriculum requirements in the same manner as other students. The courses listed in the table below satisfy both degree requirements and Core Curriculum requirements; however, if these courses are taken to satisfy both requirements, then students may need to take additional courses in order to meet the minimum number of semester credit hours required for this degree. For a complete listing of courses that satisfy the Core Curriculum requirements, see pages 5–9 of this catalog.

### Core Curriculum Component Area

<table>
<thead>
<tr>
<th>Core Curriculum Component Area</th>
<th>Courses that Satisfy Core Curriculum and Degree Requirements</th>
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</thead>
<tbody>
<tr>
<td>Communications</td>
<td><strong>English Rhetoric/Composition</strong> (6 semester credit hours)</td>
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<tr>
<td></td>
<td>All students must take the following six hours to meet this core requirement:</td>
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<tr>
<td></td>
<td>WRC 1013 Freshman Composition I</td>
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<td>WRC 1023 Freshman Composition II</td>
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<tr>
<td>Mathematics</td>
<td><strong>Mathematics</strong> (3 semester credit hours)</td>
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<td></td>
<td>Any three hours listed under this section in the list of core courses will satisfy this core requirement.</td>
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<tr>
<td>Natural Sciences</td>
<td><strong>Science</strong> (6 semester credit hours)</td>
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<td></td>
<td>Three hours from Level One and three hours from Level Two will satisfy this core requirement.</td>
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<tr>
<td>Humanities &amp; Visual and</td>
<td><strong>Literature</strong> (3 semester credit hours)</td>
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<tr>
<td>Performing Arts</td>
<td>Any three hours listed under this section in the list of core courses will satisfy this core requirement.</td>
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<td></td>
<td><strong>The Arts</strong> (3 semester credit hours)</td>
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<td></td>
<td>MUS 2243 World Music in Society will satisfy this core requirement.</td>
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<tr>
<td>Social and Behavioral Sciences</td>
<td><strong>United States History and Diversity</strong> (6 semester credit hours)</td>
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<tr>
<td></td>
<td>Any six hours listed under this section in the list of core courses will satisfy this core requirement.</td>
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<td></td>
<td><strong>Political Science</strong> (6 semester credit hours)</td>
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<td></td>
<td>POL 1013 Introduction to American Politics, plus three additional hours listed under this section in the list of core courses will satisfy this core requirement.</td>
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<tr>
<td></td>
<td><strong>Social and Behavioral Science</strong> (3 semester credit hours)</td>
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<tr>
<td></td>
<td>Any three hours listed under this section in the list of core courses will satisfy this core requirement.</td>
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<tr>
<td></td>
<td><strong>Economics</strong> (3 semester credit hours)</td>
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<tr>
<td></td>
<td>Any three hours listed under this section in the list of core courses will satisfy this core requirement.</td>
</tr>
</tbody>
</table>
Core Curriculum Component Area | Courses that Satisfy Core Curriculum and Degree Requirements
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World Society and Issues | (3 semester credit hours)
Vocal Performance majors should take ITL 1014 Elementary Italian I to satisfy this core requirement; all other music majors may take any three hours listed under this section in the list of core courses to satisfy this core requirement.

Music Degree Requirements

All candidates for the Bachelor of Music degree, regardless of concentration, must complete the following 31 semester credit hours of required music courses (MUS 2243 World Music in Society may also be used to satisfy Core Curriculum requirements in Visual and Performing Arts):

- MUS 1102 Aural Skills I
- MUS 1112 Basic Skills of Music I
- MUS 1122 Aural Skills II
- MUS 1132 Basic Skills of Music II
- MUS 2102 Aural Skills III
- MUS 2112 Aural Skills IV
- MUS 2152 Basic Skills of Music III
- MUS 2162 Basic Skills of Music IV
- MUS 2243 World Music in Society
- MUS 2403 Conducting I
- MUS 3213 Music in Civilization I
- MUS 3223 Music in Civilization II
- MUS 3413 Foundations of Music

Special degree requirements. All students pursuing the Bachelor of Music degree are required:

- to make one recital appearance during the last semester of required study on their principal instrument; performance majors are required to make a minimum of one recital or area seminar appearance each semester on their principal instrument
- to perform in University ensembles; specific ensemble requirements for each degree concentration are outlined in the Department of Music Student Handbook (available online and in the department office)
- to meet music performance proficiency standards established for principal instruments; students not meeting those standards must repeat music performance courses until the proficiency standards have been met
- to fulfill the recital and seminar attendance requirements as defined in the Department of Music Student Handbook.

Listening examinations are required for students who specify classical guitar as their principal instrument. Details regarding listening examinations are available in the Department of Music Student Handbook.

In addition, candidates for the Bachelor of Music degree must complete the course requirements for the concentration they declare.

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1 Students who qualify by examination may fulfill the Aural Skills & Basic Skills sequence by completing MUS 1123, MUS 1133, MUS 2103, and MUS 2153 instead of MUS 1122, MUS 1132, MUS 2102, MUS 2112, MUS 2152, and MUS 2162.
Music Marketing Concentration

All candidates for this concentration must fulfill the Music Degree Requirements (31 hours), as well as the course requirements necessary for this concentration (60 hours).

A. 24 semester credit hours of music performance courses are required from the following, some of which may be repeated for credit:

1. Principal Instrument (12 semester credit hours):

   MUS 1512 Music Performance-Private Instruction (1 semester)
   MUS 1542 Music Performance-Private Instruction I (1 semester)
   MUS 2542 Music Performance-Private Instruction II (2 semesters)
   MUS 3532 Music Performance-Private Instruction III (2 semesters)

2. Secondary Instrument(s) (4 semester credit hours):

   Non-Keyboard Principal Instrument
   MUS 1532 Functional Piano for Non-Keyboard Principals

   or

   Keyboard Principal Instrument
   MUS 1552 Functional Piano for Keyboard Principals

   AND

   2 semester credit hours from the following:

   MUS 1511 Music Performance-Secondary Instrument
   MUS 1512 Music Performance-Private Instruction
   MUS 1521 Class Piano
   MUS 1531 Class Voice

3. 8 semester credit hours of ensemble selected in consultation with the advisor and private lesson instructor, as outlined in the Department of Music Student Handbook

B. 12 semester credit hours of required music marketing courses:

   MUS 2263 Introduction to the Music Industry
   MUS 3613 Entrepreneurship in Music
   MUS 4803 Seminar in Music Marketing
   MUS 4933 Music Marketing Internship

C. 18 semester credit hours of required support work in business:

   ACC 2013 Principles of Accounting I
   COM 1053 Business and Professional Speech
   ECO 2023 Introductory Microeconomics
   MGT 3003 Business Communication and Professional Development
   MGT 3013 Introduction to Organization Theory, Behavior, and Management
   MKT 3013 Principles of Marketing

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2 Students selecting keyboard as their principal instrument may not use MUS 1521 to fulfill the secondary instrument requirement.

3 Must be fulfilled by successful completion of ECO 2013 and ECO 2023, one of which may be used to satisfy the Core Curriculum requirement.
D. 6 additional semester credit hours of business, music, music technology or music marketing selected from the following:  

- BLW 3013 Business Law
- MKT 3043 Advertising
- MKT 3083 Marketing Research
- MKT 3113 Retailing
- MUS 1511 Music Performance-Secondary Instrument (may be repeated for credit)
- MUS 2132 Introduction to Improvisation
- MUS 3123 Introduction to Electronic and Computer Music
- MUS 3153 Audio Technology I
- MUS 3163 Audio Technology II
- MUS 3313 Digital Music Production
- MUS 4953 Special Studies in Music (Music Marketing topic)

E. Students electing the Music Marketing concentration must interview with the Music Marketing Committee for approval to pursue the concentration at the upper-division level

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4 The College of Business sets prerequisites for all business coursework and changes prerequisites at its discretion. Business prerequisites are not necessarily included in this degree plan either as part of the academic core or the music marketing coursework. Consequently, before planning to take a specific business class, students should consult the catalog and meet with their advisor to determine whether they have met the prerequisites for that class.