

**Bachelor of Arts in Music Industry  
Effective Fall 2021**



Freshman Fall Semester			Freshman Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
ENGL-121	Rhetoric and Composition I*	2	ENGL-123	Rhetoric and Speech	3
MUSC-191	University Seminar I – Music *	1	MUSC-192	University Seminar II – Music *	1
MUIN-111	Overview of the Music Industry	3	MGMT-100	Intro to Business**	3
ENGL-122	Rhetoric and Composition II*	2			
MUSC-113	Music Theory I	3	MUSC-114	Music Theory II	3
			MUSC-116	Ear Training II	2
MUSC-115	Ear Training I	2	MUSC-121	Piano Class II	2
MUSC-120	Piano Class I	2	MUIN-109	Intro to Music Technology	1
MUSP-099	Performance Seminar	0	MUSP-099	Performance Seminar	0
	Total Credits	15		Total Credits	15

Sophomore Fall Semester			Sophomore Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
ECON-201	Macro-Economics	3	ECON-202	Micro-Economics	3
MUSP-128	Popular Music Ensemble	1	MUSP-128	Popular Music Ensemble	1
MUIN-250	Music Publishing	3	MUIN-251	Music Marketing & Promotion	3
MGMT-205	Management Processes**	3	MVSC-101	Lifetime Fitness & Wellness	2
MUIN-223	Music Recording I	3	MUIN-224	Music Recording II	3
MUSC-325	Global Music	3	MKT-300	Principles of Marketing**	3
MUSP – 131 thru 184	Applied Lessons (voice, guitar, etc.)	1	MUSP – 131 thru 184	Applied Lessons (voice, guitar, etc.)	1
MUSP-099	Performance Seminar	0	MUSP-099	Performance Seminar	0
	Total Credits	17		Total Credits	16

<b>Bachelor of Arts: Concentration in Music Industry</b>					
<b>Junior Fall Semester</b>			<b>Junior Spring Semester</b>		
Course	Course Name	Cr	Course	Course Name	Cr
ENGL-124	Research, Composition III*	2	MUIN-209	Songwriting	3
MUSP-131,184	Applied Lessons (voice, etc.)	1	MUIN-338	Applied Music Industry II	1
MUSP-128	Popular Music Ensemble	1	MUSP-128	Popular Music Ensemble	1
MUIN-337	Applied Music Industry I	1	MKT-303	Selling & Sales**	3
MUSC-101	African-American Music (A-A Exper.)	3	MUSC-324	Music History & Literature II *	3
MUSC-323	Music History & Literature I *	3	MUIN-201	Student-Run Company Project (Music)	1
MUIN-201	Student-Run Company Project (Music)	1	MTSC-107	Mathematics & Data Analysis	3
MKT-315	Buyer Behavior**	3	MUSP-099	Performance Seminar	0
MUSP-099	Performance Seminar	0			
		Total Credits			Total Credits
		15			15

<b>Senior Fall Semester</b>			<b>Senior Spring Semester</b>		
Course	Course Name	Cr	Course	Course Name	Cr
MUIN-437	Applied Music Industry III	1	MUIN-438	Applied Music Industry w/Senior Capstone Project	3
MUIN-201	Student-Run Company Project (Music)	1	MUIN-201	Student-Run Company Project (Music)	1
MKT-407	Promotional Strategy**	3	MUIN-402	Music Industry Internship	3
XX-XXX	Free Elective	3	GLOB-395	Global Societies	3
ENGL-201 or 205	Literature Elective	3	MKT-420	International Marketing**	3
XX-XXX	Natural Science Elective # <i>Recommended: PHYS-141 Sound &amp; Acoustics</i>	3			
		Total Credits			Total Credits
		14			13

\*\* Can be replaced by a course on the Elective List

\* Writing Intensive Course(s)

<b>Total Credits: 120</b>
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**\*\* APPROVED MUSIC INDUSTRY ELECTIVES**

**MASS COMMUNICATIONS**

MCOM 216 - MULTI CAMERA DIGITAL PRODUCTION I  
MCOM 217 - INTRO TO MEDIA TECHNOLOGY  
MCOM 223 - DIGITAL AUDIO I  
MCOM 251 - PR WRITING  
MCOM 307 - CINEMA AND SOCIETY  
MCOM-336 - DIGITAL CONTENT CREATION  
MCOM-351- SOCIAL MEDIA AND ANALYTICS  
MCOM 361 - DIGITAL AUDIO PRODUCTION II  
MCOM 371 - DIGITAL VIDEO PRODUCTION II  
MCOM-407 - MEDIA LAW AND ETHICS  
MCOM 440 - MEDIA MANAGEMENT

**ART**

ART 108 - SURVEY OF MACINTOSH STUDIO  
ART 181 - INTRO TO NEW MEDIA  
ART 207 - GRAPHIC DESIGN  
ART 208 - COMPUTER IMAGING  
ART 217 - DIGITAL MEDIA PRODUCTION  
ART-229 - ARTS MANAGEMENT SEMINAR  
ART 325 - PHOTOGRAPHY  
ART 350 - WEB DESIGN/BUSINESS  
ART-425 - ADVANCED PHOTOGRAPHY

**ENGLISH**

ENGL-107 - CREATIVE DRAMATICS  
ENGL-109 - ACTING I  
ENGL-113 - INTRODUCTION TO THEATRE  
ENGL-210 - INTRODUCTION TO FILM  
ENGL 211 - CREATIVE WRITING  
ENGL-313 - PLAY PRODUCTION I  
ENGL-314 - MODERN DRAMA  
ENGL-320 - PLAY PRODUCTION II  
ENGL-322 - DIRECTING  
ENGL-324 - PLAYWRITING