

**BACHELOR OF ARTS IN MUSIC**  
**Emphasis in Music Business**
**2012-2014**  
**Undergraduate Catalog**
*expires August 2020*

## Sample 4-year Plan

Below is a sample plan for students who plan to complete this program in four years. The sequence assumes that the student was admitted to the university with no foreign language (or other) deficiencies. Some core curriculum courses can be taken in a different order or in the summer. Students should pay particular attention to the sequence of courses in their major and to any courses offered solely in fall or spring. Because this plan is merely a sample, students should consult their departmental advisor or the Office of the Dean, Student Affairs for help in planning their individual schedules. For complete information about degree requirements, consult *The Undergraduate Catalog, 2012-2014*.

See reverse side for "Notes" and additional requirements.

First Year					
Fall Semester			Spring Semester		
Instrument 210 <sup>1</sup>	Lower-div Principal Instr Perf	2	Instrument 210 <sup>1</sup>	Lower-div Principal Instr Perf	2
MUS 605A (fall only)	Musicianship	3	MUS 605B (spring only)	Musicianship	3
ENS <sup>2</sup>	Approved Ensemble	1	MUS 201N <sup>7</sup> (spring only)	Second Sem Class Piano	2
RHE 306 <sup>3,4</sup>	Rhetoric and Writing	3	ENS <sup>2</sup>	Approved Ensemble	1
UGS 302 or 303 <sup>3,5,6</sup>	First-Year Signature Course	3	Math <sup>3</sup>	Mathematics	3
GOV 310L <sup>3</sup>	American Government	3	GOV 312L <sup>3</sup>	Issues & Policies in Amer Gov	3
		15			14

Second Year					
Fall Semester			Spring Semester		
Instrument 210 <sup>1</sup>	Lower-div Principal Instr Perf	2	Instrument 210 <sup>1</sup>	Lower-div Principal Instr Perf	2
ENS <sup>2</sup>	Approved Ensemble	1	ENS <sup>2</sup>	Approved Ensemble	1
MUS 612A (fall only)	Structure of Tonal Music	3	MUS 612B (spring only)	Structure of Tonal Music	3
MUS 411A (fall only)	Ear Training & Sight Singing	2	MUS 411B (spring only)	Ear Training & Sight Singing	2
MUS 313M (fall only) <sup>6,8</sup>	History of Music I	3	MUS 313N (spring only)	History of Music II	3
Science & Tech <sup>3</sup>	Science & Technology Part I	3	Science & Tech <sup>3</sup>	Science & Technology Part I	3
Soc & Behav Sci <sup>3</sup>	Social & Behavioral Science	3			
		17			14

See requirements for upper-division standing on reverse side

Third Year					
Fall Semester			Spring Semester		
MUS 330L (fall only)	History of Music III	3	MBU 347N (spring only)	Artist and Venue Mgmt.	3
MBU 339M	Intro. to Music Business	3	General Culture <sup>11</sup>	General Culture	3
Science & Tech <sup>3</sup>	Science & Technology Part II	3	CMS Elective <sup>12</sup>	Communications Elective	3
Foreign Language <sup>9</sup>	Foreign Language	3	Foreign Language <sup>9</sup>	Foreign Language	3
Minor <sup>10</sup>	Approved Minor	3	Minor <sup>10</sup>	Approved Minor	3
		15			15

Fourth Year					
Fall Semester			Spring Semester		
MBU 347M (fall only)	Mus Copyright & Publishing	3	MBU 377P	Internship & Final Project	3
MBU 339N (fall only)	Mus Entrepreneurship	3	Visual & Perf Arts <sup>3</sup>	Visual & Performing Arts	3
American History <sup>3</sup>	American History	3	American History <sup>3</sup>	American History	3
E 316K <sup>3</sup>	Masterworks of Literature	3	Minor <sup>10</sup>	Upper-Div Approved Minor	3
Minor <sup>10</sup>	Upper-Div Approved Minor	3	Electives <sup>13,14</sup>	Upper-Div Non-Music Electives	3
		15			15

## Notes

- 1 Approval of faculty is required for this requirement.
- 2 Consult the Director of Undergraduate Studies in the Butler School of Music for a list of the current ensemble requirements.
- 3 This requirement is part of the core curriculum. Consult the School of Undergraduate Studies for complete lists of courses that may be used to fulfill the core curriculum requirements.
- 4 Registration for RHE 306 is based on birth month. Those with an even birth month will register in the fall and those with an odd birth month register in the spring.
- 5 UGS 302 or 303 must be taken in the first year of enrollment at the university. Students are encouraged to take this course in the fall, as there are fewer offerings in the spring.
- 6 This course may also fulfill one of the two writing flag requirements, but only if it is offered as a writing flag the semester it is taken.
- 7 Students who do not qualify for MUS 201N must begin at the 201M level. Approval of faculty is required for the completion of the class piano requirement. Piano majors replace MUS 201N with two semester hours of electives.
- 8 When taken in residence MUS 313M also counts toward the writing flag listed as part of the six-hour communication area of the core curriculum.
- 9 The foreign language requirement for this major is six semester hours beyond 507, 508K, 601D, 604 or the equivalent in one foreign language. Students should decide upon a foreign language and begin any foreign language prerequisites as early as possible. Foreign language prerequisites equal the first full year of a foreign language (e.g., SPN 506 and 508K, or SPN 601D). These prerequisites count toward electives; however, if students have a foreign language deficiency, these prerequisite courses will remove that deficiency and will not count toward electives or other degree requirements.
- 10 The minor consists of twelve semester hours of coursework outside the Butler School, of which at least six must be upper-division. The minor must be approved by the coordinator of the Bachelor of Arts in Music program.
- 11 Choose among any of the following prefixes: AAS, AFR, AHC, AMS, ANS, ARC, C C, C L, CLS, CMS, EUS, GK, HMN, ISL, J S, LAS, LAT, MAS, MDV, MES, PHL, R S, REE, W S, WGS. Courses outside the Butler School of Music that are crosslisted with courses in the department may not be used to fulfill this requirement. This requirement is in addition to the requirements for the 42-hour core curriculum.
- 12 Choose among any of the following courses: CMS 306M, 310K, 331K, 355K, 359, 365K or any course with a writing flag.
- 13 Elective hours will vary depending on any courses counted toward multiple degree requirements. If a student completes all stated degree requirements without earning the 120 semester hours required for the B.A. in Music, additional elective coursework will be necessary until 120 hours are earned.
- 14 At least three hours of electives must be in upper-division coursework outside the Butler School of Music; courses that are crosslisted with music courses may not be counted toward this requirement.

## Advancement to Upper-division Standing

To advance to upper-division standing in the program, students must meet the following requirements.

- 1 Upper-division standing at the university.
- 2 A grade point average of at least 2.50 for all coursework taken in residence at the university.
- 3 Completion of the following courses or their equivalents with a grade point average of at least 2.50: Music 201N, 605A, 605B, 411A, 411B, 612A, 612B, 313M, and 313N. (Music 201N is required only for students whose principal instrument is not piano.)
- 4 Approval of the coordinator of the Bachelor of Arts in Music program.

## General Degree Requirements

**Grade Point Average (GPA) Requirements:** To graduate, students must have a GPA of at least 2.00 based on all courses undertaken at the university; a 2.50 GPA is required on all upper-division courses in the Butler School of Music (excluding ensemble) taken in residence at the university.

**Flag Requirements:** Extra courses may be necessary if all flag requirements are not met through regular degree requirements, so courses should be chosen carefully. The following flags are required of all students in the College of Fine Arts: Quantitative Reasoning, Global Cultures, Cultural Diversity, Independent Inquiry, and Writing (2 courses). Courses used to fulfill flag requirements may also be used to fulfill degree requirements. For more information, see the *2012-2014 Undergraduate Catalog*.

**Residency Requirements:** Students must fulfill all residency requirements in order to graduate. Refer to chapter 1 in the *2012-2014 Undergraduate Catalog* for university residency requirements; refer to the College of Fine Arts' chapter for college residency requirements.

- Students must complete at least 60 semester hours of coursework counted toward the degree in residence.
- 24 of the last 30 semester hours counted toward the degree must be completed in residence.
- At least 6 semester hours of upper-division coursework in the major must be completed in residence.
- The last 18 hours of coursework in the major must be taken in residence.

**Completing Degree Requirements:** A minimum of 120 hours and all degree requirements stated in the *2012-2014 Undergraduate Catalog* must be completed in order to earn the degree.

## **BACHELOR OF ARTS IN MUSIC**

### ***Emphasis in Music Business***

#### **MUSIC BUSINESS EMPHASIS COURSEWORK**

##### **Introduction to Music Business**

An overview of the dynamics and business challenges of the contemporary music performance world, with an emphasis on the study of the rapidly changing musical culture and an increasingly competitive and diversified marketplace. Guest lecturers include professional conductors, directors of large performance venues, classical and pop music performers, music critics, songwriters, music publishers, entertainment law attorneys, and record producers.

##### **Music Copyright and Publishing**

Recording, music publishing, and personal management agreements and how they affect the artist and writer. Includes negotiation considerations, deal points, record company economics and profitability, intellectual property rights, publishing and the control and exploitation of publishing rights in music property, publishing activities, performing rights organizations, catalog sales and acquisitions, publisher and songwriter relations, and royalty accounting.

##### **Music Entrepreneurship**

Further exploration of the dynamics and business challenges of the contemporary music performance world, with emphasis on entrepreneurial savvy, communication skills, fluency with emerging technologies, commitment to audience education, public advocacy for music, and the future health and growth of musical culture.

##### **Artist and Venue Management**

##### **Internship and Final Project**

Practical experience in the music and recording industry related to the student's area of interest within the music business, recording technology, or electronic media. Comprehensive final project addresses entrepreneurship, as well as technical and business elements of the music and recording industry.

#### **SAMPLE MINOR COURSEWORK - BUSINESS FOUNDATIONS**

##### **MIS 302F Introductions to Information Technology Management**

Explores how information technology helps to achieve competitive advantage and improve decision making, business processes, operations, and organizational design. Uses a cross-functional perspective to recognize the role of technology across business activities of management, finance, marketing, human resources, and operations.

##### **ACC 310F Foundations of Accounting**

An introduction to financial and managerial accounting, with emphasis on the content, interpretation, and uses of accounting reports. Discussion of the determination and reporting of net income and financial position, and the theories underlying business financial statements; consideration of managerial accounting topics designed to extend the student's knowledge to the planning and controlling of the operations of the firm.

##### **FIN 320F Foundations of Finance**

Principles of effective financial management, including planning, organization, and control; financial intermediaries; securities markets; evaluating alternative assets, debt, and capital structures.

##### **LEB 320F Foundations of Legal Environment of Business**

Introduction to the legal problems confronting businesses in the global environment.

##### **MAN 320F Foundations of Organization Behavior and Administration**

An introduction to the management of organizations. Issues are addressed from the perspectives of strategy and planning, organizational behavior, and operations management.

##### **MKT320F Foundations of Marketing**

Introduction to basic concepts and terminology in marketing: the process of developing marketing strategy, the role of marketing activities within the firm, external influences that affect the development of marketing strategy, and basic analytical tools appropriate to marketing decision making.