

2016-2017 MUSIC INDUSTRY STUDIES (BM) DEGREE OVERVIEW

MUSIC PERFORMANCE (4 CREDIT HOURS)

<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUPC-M100	Recital Hour	0	Recital Hour is a meeting of all Bachelor of Music (BM) majors each week, and is a required course for all undergraduate music majors during each semester.
MUPC-M110	Piano I	1	Piano I introduces the beginner to basic keyboard techniques, performance competencies, and literature.
MUPC-M111	Piano II	1	This course follows Piano I and further expands the student's understanding of keyboard technique, piano literature, and performance competencies.
MUPC-M300	Essentials of Conducting	2	Essentials of Conducting covers basic conducting techniques, including visual metric patterns, use of the baton, dynamic indications, cueing, rehearsal, and performance organization/application.

APPLIED STUDY (12 CREDIT HOURS)

<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUPR-M121 to M150	Applied Study	2	Applied study courses are one-on-one private lessons in a student's instrument of choice, including voice, string, woodwind, brass, percussion, or keyboard. Students take a total of seven (7) semesters of private lessons.
MUPR-M300	Junior Recital	0	In order to progress to upper-level private instruction, students must successfully complete a full or partial recital in their major instrument.
MUPR-M321 to M350	Applied Study	2	The final two (2) private applied study courses are continued at an upper division level.

MAJOR ENSEMBLE (6 CREDIT HOURS)

<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUEN-M100 to M106	Major Ensemble	1	Major ensembles involve regular rehearsals and performances in groups of various sizes and constitutions, and include the symphony orchestra, chamber orchestra, university band, university chorale, university chorus, jazz band, jazz ensemble, and wind ensemble.

MUSIC LITERATURE AND HISTORY (8 CREDIT HOURS)

<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUHL-M106	Intro to Music Literature	2	This course is an introduction to fundamental musical concepts and terminology as applied to listening skills. Students will study a selected body of standard genres and styles used in Western art and music from 800 CE to the present.
MUHL-M306	History of Western Art and Music I	3	This course is the first part of a two-semester survey of Western art and music, and covers music and ideas about music from antiquity to the mid-18th century.
MUHL-M307	History of Western Art and Music II	3	This course is the second part of a two-semester survey of Western art and music, and covers music and ideas about music from the mid-18th century to the present.

MUSIC THEORY (14 CREDIT HOURS)

<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUTH-M102	Theory I	4	This course covers theory rudiments and species counterpoint, with musicianship skills focused on aural perception of diatonic materials in the major mode.
MUTH-M103	Theory II	4	This course covers harmonic and contrapuntal processes in the context of Bach chorale style, including modulation, secondary dominant chords, and part-writing, with musicianship skills focused on aural perception of diatonic materials in the major and minor modes.
MUTH-M202	Theory III	4	This course covers the harmonic syntax of the 19th century and small forms, including binary and ternary forms, with musicianship skills focused on aural perception of conventional chromatic techniques such as secondary dominants, Neapolitan sixth chords, and augmented sixth chords.
MUTH	MUTH Elective	2	This elective is fulfilled by any two (2) credit hour music theory (MUTH) course, such as Commercial Arranging or Film Scoring.

MUSIC INDUSTRY CORE (18 CREDIT HOURS)

<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUIN-M110	Intro to Music Industry Studies	3	This course serves as an introduction to the music industry and its core components, including legal issues, recording and songwriting contracts, publishing, songwriting, copyright and licenses, music for film and television, distribution, touring, merchandising, and group issues.
MUIN-M201	Arts & Entertainment Legal Issues I	3	This course offers a more in-depth survey of the legal aspects of the music industry, including copyright, music publishing, performing rights organizations, booking, management, marketing, touring, performance agreements, recording contracts, and artist royalties.
MUIN-M215	Arts & Entertainment Management	3	Arts & Entertainment Management has two (2) major concerns: artist management and management of musical endeavors. Topics include strategic planning, managerial leadership, practical and legal issues, as well as discerning the functions and purposes of management.
MUIN-M310	Arts & Entertainment Finance	3	This course examines the role of revenue models and investment in the music industry, including intellectual property valuation, royalty structures, raising capital, and equity crowdfunding, among other topics.
MUIN-M315	Arts & Entertainment Marketing	3	Arts & Entertainment Marketing provides an in-depth study of the principles and application of marketing, promotion, and distribution of music products and services. Case studies of music products, companies, and marketing approaches will be analyzed, as well as the concepts of social networking, digital distribution platforms, "permission" marketing, and psychographics.
MUIN-M400	Arts & Entertainment Entrepreneurship	3	Any effective music entrepreneur must understand general management principles and how to operate an enterprise. This course combines the theorized study of management with the techniques of managing a musical endeavor.

ARTS & ENTERTAINMENT INDUSTRY FORUM (4 CREDIT HOURS)

<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUIN-M100	Arts and Entertainment Industry Forum	1	This weekly gathering features performances and presentations by entertainment industry executives, producers, and performers. Past guests include G-Eazy, Irma Thomas, A\$AP Ferg, What So Not, and John Goodman.

MUSIC TECHNOLOGY (15 CREDIT HOURS)

<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description</i>
MUGN-M115	Intro to Music Technology	3	This course introduces students to fundamentals of music, audio, and recording technology, including fundamental sound physics, MIDI, Open Sound Control communications protocols, and sampling techniques.
MUGN-M225	Digital Audio Production	3	This course offers an in-depth examination of the principles and applications of digital audio in today's recording and interactive media industries, including digital audio fundamentals, recording and reproduction systems, and DAWs.
MUGN-M260	Internet Technologies I	3	This course familiarizes students with the fundamentals of web design as necessary to promote artists and acts online. Students will gain working knowledge of HTML, CSS, Wordpress, and other technologies.
	Music/Tech Elective	3	Students can choose from a broad range of music technology, graphic design, mass communication, digital filmmaking, and other technology-oriented courses.
	Music/Tech Elective	3	

Questions? Feel free to contact FAMIS staff at (504) 865-3984 during normal business hours or anytime through mis@loyno.edu. Learn more at famis.loyno.edu.