Program of Study for Music Majors

Music Industry Studies – Music Marketing & Promotion Concentration

I. General Education Requirements

II. Major Requirements

A. Musicianship (12 s.h.)

MUS 1003 (3)  
MUS 2010 (3)  [Pre: MUS 1003]  
MUS 2018 (3)  
MUS 2613 (3)  

B. Performance (13 s.h.)

Applied Principal (6 s.h.)
AMU 2001-2025 (4)  
AMU 4001-4025 (2)  Level 2

Appropriate ensemble for each semester except during internship (7 s.h. minimum)

MUS 1500 Performance Seminar each semester

C. Music Industry (39 s.h.)

Core Courses (26 s.h.)
MUS 1420 (3)  
MUS 2420 (3)  [Pre: MUS 1420] [WID]  
MUS 3423 (3)  [Pre: MUS 2420]  
MUS 3424 (2)  [Pre: MUS 2420]  
COM 2300 (3)  [Pre or Co: COM 1200]  
MUS 4900 (12)  [CAP]

Concentration: Music Marketing and Promotion (13 s.h.)

MUS 2445 (2)  [Pre: MUS 1420]  
MUS 3421 (2)  [Pre: MUS 2445]  
MUS 3422 (2)  [Pre: MUS 2420]  
MUS 4420 (3)  [Pre: MUS 2420]  
MUS 3425 (1)  [Pre: MUS 2420]  
MKT 3240 (3)  [Pre: MKT 3050 with minimum grade of “C”]
### III. Business Minor (Must have overall 2.0 in minor)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>ACC 1050 or 2100</td>
<td>3</td>
<td>Prerequisite: Math Placement Examination or MAT 0010</td>
</tr>
<tr>
<td>CIS 2050</td>
<td>3</td>
<td></td>
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<td>ECO 2030</td>
<td>3</td>
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<tr>
<td>FIN 3010 or 3680</td>
<td>3</td>
<td>Prerequisite: ACC 2100, and MAT 1030 or 1110</td>
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<tr>
<td>MGT 3010</td>
<td>3</td>
<td>Pre: ECO 2030</td>
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<tr>
<td>MKT 3050</td>
<td>3</td>
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Free Electives: 8

2 sh of free electives outside the major discipline are required.

#### Degree Requirements that count in General Education:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Notes</th>
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<tbody>
<tr>
<td>MUS 2018</td>
<td>3 sh</td>
<td>Total Major Requirements: 66-68</td>
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<tr>
<td>MUS 2613</td>
<td>3 sh</td>
<td>Gen Ed that Double Count: -9</td>
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<tr>
<td>ECO 2030</td>
<td>3 sh</td>
<td>Net Major Hours: 57-59</td>
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<td>Total:</td>
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Total: 125