

MUSIC TECHNOLOGY

Music/Business–Marketing

ARTS & SCIENCES AND BUSINESS DIVISION

Program of Study

Music Business is a practical blend of studies that address the challenges facing the Musician-Entrepreneur.

Music Theory, Aural Skills, and Music History are integrated with performance studies in order to broaden artistic understanding.

Business Management involves setting business goals and coordinating human, financial, and technical resources.

Accounting records, classifies, and interprets an organization's day-to-day business transactions, including personnel, equipment, materials, sales, and profits.

Marketing focuses on the promotion, price, place, and distribution of a given product. Effective marketing skills are valuable to all businesses, industries, and professions.

This degree has been arranged so that transfer into Bachelor of Music or Bachelor of Business programs is achievable.

The faculty has identified the following Learning Outcomes for all graduates:

- Utilize the techniques and fundamental practices of solo and ensemble performance.
- Identify terms and concepts in the study of music theory.
- Sight-read, harmonize, and improvise at the sophomore level.

POTENTIAL OCCUPATIONS:

- Music Group/Band Manager
- Promotion Assistant
- Performance Events Coordinator
- Fundraising Assistant
- Studio Manager
- Promoter

Associate of Technical Study

TECHNICAL CONCENTRATION

	Credit Hrs.
MUS 1030 Music Technology & Business	2
MUS 1040 Recital Attendance (taken 4 semesters, 1 hour each)	4
MUS 1210 Music Theory I	3
MUS 1220 Music Theory II	3
MUS 1240 Aural Skills I	1
MUS 1250 Aural Skills II	1
MUS 1710 Applied Music (2 sem; 2 hr)	4
MUS 1820 MIDI Sequencing	3
MUS 1830 Digital Audio	3
MUS 2110 History & Lit of Music I	3
MUS 2130 History & Lit of Music II	3
Total Technical Credit Hours	30

GENERAL EDUCATION AND RELATED COURSES

GEN 1000 First-Year Seminar	1
Choose One: ACC 1100 Financial Accounting or ECO 2010 Macroeconomics	3/4
Choose One: ENG 1050 College Composition I or ENG 1020	3
ENG 1060 College Composition II	3
MGT 1190 Management	3
MRT 1010 Marketing	3
Choose two of the following three classes: MRT 1140 Advertising MRT 2130 Retail Management MRT 2620 Marketing Management	6/7
MTH 1310 Intermediate Algebra	4
MUS 1200 Introduction to Music Technology	3
SPE 2010 Effective Speaking	3
Total General Education & Related Credit Hours	32/34

TOTAL CREDIT HOURS **62/64**

Music Business students planning on transferring to a four-year degree may be advised to enroll in the following music courses: MUS 2210-Music Theory III & MUS 2240-Aural Skills III; MUS 2220-Music Theory IV & MUS 2250-Aural Skills IV; and class piano sequence MUS 1410, 1420, 2410 & 2420.

For Music transfer or Music Education degree information, see page 48.

For available Certificate Program options, see catalog pages 97-103.

** All students graduating from Terra State Community College with an Associate degree of any kind will be functionally proficient in common computer operations and applications. Please see your academic advisor or academic division office for further details.

To determine when courses are scheduled, see program curriculum sheet which is available from the Enrollment Services office in Building A/Room 100, from the Arts & Sciences and Business Division, Building A/Room 202 or on the web at www.terra.edu.