

Music Marketing (MUS/MKT)

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- Major: 60 credits
- All music courses must be completed with a C or higher and a 2.5 average GPA.
- All business courses must be completed with a 2.25 average GPA.

PROGRAM REQUIREMENTS:

- Majors participate in an ensemble every semester and performance lab for 4 semesters
- Capstone: Internship (optional)

Mission: The mission of the McKendree University Music Department is to provide students with the skills to appreciate, to evaluate and to perform music from different eras of history and different cultures. With the additional knowledge of current music technology, advertising, marketing and management, this degree is designed to prepare the student for a variety of career opportunities in music marketing.

Student Learning Outcomes

Students will:

- Identify and analyze the elements of music: melody, rhythm, harmony, texture, form and timbre/medium.
- Recognize specific characteristics of music from different cultures and different historical eras.
- Play and understand the construction of various instruments.
- Use technology and music technology.
- Obtain the business skills and knowledge to work successfully in music marketing.

Degree Preparation: The music marketing degree prepares students to work for a major music corporation, to work in a music store, or to promote their own performances. Students may also choose to go to graduate school and earn an advanced degree in business, music, or arts management.

Requirements for a BA in Music Marketing

Total: 60 crs.

Music Courses

36 crs.

MUS 100	PERFORMANCE LAB (four semesters)	(0)
MUS 200	MUSIC TECHNOLOGY	(3)
MUS 255	MUSIC THEORY I	(3)
MUS 255L	AURAL SKILLS LAB I	(1)
MUS 256	MUSIC THEORY II	(3)
MUS 256L	AURAL SKILLS LAB II	(1)
MUS 265	MUSIC AND WORLD CULTURES	(3)
MUS 302	CLASS WOODWINDS AND PEDAGOGY I	(2)
MUS 305	CLASS HIGH BRASS AND PEDAGOGY I	(2)
<i>or</i>		
MUS 307	CLASS LOW BRASS AND PEDAGOGY II	(2)
MUS 308	CLASS PERCUSSION AND PEDAGOGY	(2)
MUS 310	CLASS STRINGS AND PEDAGOGY	(2)
MUS 365	MUSIC HISTORY II (W)	(3)
MUS 366	MUSIC HISTORY III (W)	(3)
MUL 103	APPLIED PIANO	(1)
MUL 104	APPLIED PIANO	(1)
MUL 137	APPLIED GUITAR	(1)
MUL 138	APPLIED GUITAR	(1)
Applied lessons on primary instrument (1 cr. per semester)		(4)
Participation in an ensemble each semester		(0)

Business/Journalism Courses

24 crs.

JRN 372	WEB AND PRINT PUBLICATION DESIGN	(3)
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Business Courses

12 crs.

MKT 205	PRINCIPLES OF MARKETING	(3)
MGT 204	PRINCIPLES OF MANAGEMENT	(3)
MKT 305	CONSUMER BEHAVIOR	(3)
MKT 354	ADVERTISING AND PROMOTION	(3)

Business Electives**9 crs.**

MKT 320	PERSONAL SELLING	(3)
MKT 330	PRINCIPLES OF RETAILING	(3)
MKT 350	SMALL BUSINESS MANAGEMENT	(3)
MKT 410	MARKETING RESEARCH (W) (requires MTH 170)	(3)
MKT 424	BUSINESS ETHICS AND SOCIAL RESPONSIBILITY (W)	(3)
ACC 205	PRINCIPLES OF FINANCIAL ACCOUNTING	(3)
ACC 230	PRINCIPLES OF MANAGERIAL ACCOUNTING	(3)

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