

Music Marketing

Department of Visual and Performing Arts

- **Major: 54 credit hours**
- **All music courses must be completed with a C or better and a minimum 2.5 GPA**
- **All business courses must be completed with a minimum 2.25 GPA**

PROGRAM REQUIREMENTS:

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

Mission: The mission of the McKendree University music faculty is to provide students with the skills to appreciate, evaluate, and 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.

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.

MUSIC MARKETING MAJOR REQUIREMENTS 54 crs.

MUSIC COURSES 27 crs.

MUS 100	PERFORMANCE LAB (four semesters)	0
MUS 200	MUSIC TECHNOLOGY	2
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 IN WORLD CULTURES	3
MUS 361	SURVEY OF MUSIC HISTORY I	3
MUS 362	SURVEY OF MUSIC HISTORY II	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 COURSES 15 crs.

MGT 204	PRINCIPLES OF MANAGEMENT	3
MKT 205	PRINCIPLES OF MARKETING	3
MKT 305	CONSUMER BEHAVIOR	3
MKT 354	ADVERTISING AND PROMOTION	3
MKT 470	INTERNSHIP IN MARKETING	3

FOUR COURSES FROM THE FOLLOWING 12 crs.

ART 270	COMPUTER GRAPHIC DESIGN I	3
ART 370	COMPUTER GRAPHIC DESIGN II	3
ENT 301	THEORY OF ENTREPRENEURSHIP	3
ENT 330	PROCESS OF ENTREPRENEURSHIP (W)	3
MKT 320	PERSONAL SELLING	3
MKT 330	PRINCIPLES OF RETAILING	3
MKT 345	DIGITAL MARKETING	3
MKT 410	MARKETING RESEARCH (W) (requires MTH 170)	3
ACC 205	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ACC 230	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
BUS 324	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W)	3

Music (MUS)

<p>MUS 100 PERFORMANCE LAB This course is intended for those completing a minor or major in music. The requirements for the course will include attending department performance classes, attending professional and student concerts, and participating in masterclasses. This course is required of all music students who are enrolled in private applied lessons that are required for the completion of their major or minor. Must be taken for a grade.</p>	0	<p>MUS 256 MUSIC THEORY II This is a continuation of Theory I, including common practice voice leading in four parts, harmonic dictation, and analysis of primary and secondary progressions. Prerequisite: MUS 255.</p>	3
<p>MUS 110 FUNDAMENTALS OF MUSIC Fundamentals of music is designed to cover basic music theory. It includes scales, intervals, keys, triads, and simple harmony.</p>	3	<p>MUS 256L AURAL SKILLS LAB II To be taken concurrently with Music Theory II. This two-hour performance skills lab provides concentrated practice in advanced sight reading, two- and three-voice harmonic dictation, interval and chord identification, and advanced ear training exercises. Prerequisite: MUS 255L.</p>	1
<p>MUS 137 JAZZ IMPROVISATION TECHNIQUES This course provides the opportunity for students to gain basic knowledge, tools, and experience on how to perform jazz improvisation. It also provides a basic pedagogical model for music education majors who will be teaching musicians how to improvise.</p>	1	<p>MUS 265 MUSIC IN WORLD CULTURES An introduction to the diversity of musical cultures found in Africa, North and South America, Eastern Europe, Asia, and the Pacific.</p>	3
<p>MUS 165 MUSIC APPRECIATION An introduction to music, this course will enable students with various backgrounds in music to listen to music more intelligently. Students will learn about the historical-cultural aspects of music as an art and its development in the great style periods, along with the lives of the leading figures and the world they inhabited. There will be an emphasis on musical styles, forms, and media. This course will encompass music from the medieval period through the twentieth century.</p>	3	<p>MUS 269 JAZZ APPRECIATION An introduction to jazz, this course will enable students with various backgrounds to appreciate jazz from its inception through current artists. Students will be introduced to different styles including blues, ragtime, Dixieland, swing, bebop, cool, hard bop, fusion, smooth, and alternative jazz. Specific artists will include Louis Armstrong, Miles Davis, Charlie Parker, Count Basie, John Coltrane, Dizzy Gillespie, and performers of today.</p>	3
<p>MUS 180-189 SPECIAL TOPICS IN MUSIC This course will cover topics or areas not included in the regular curriculum.</p>	1-3	<p>MUS 275 HISTORY OF THE AMERICAN MUSICAL This course will explore the European roots of the musical and trace its development in America and on Broadway. The focus will be on musical developments within the form as well as on how each musical reflects societal issues. Students may elect to take this course at one level, but not both.</p>	3
<p>MUS 200 MUSIC TECHNOLOGY A computer application course directed to the music teacher, including the use of word processing, databases, spreadsheets, and specialized applications for music education and multimedia production.</p>	2	<p>MUS 280-289 SPECIAL TOPICS IN MUSIC</p>	1-3
<p>MUS 255 MUSIC THEORY I This course reviews the fundamentals of music including the study of intervals, scales, and keys; it continues with extensive reading and writing of rhythm, melody, triads, and the beginning of functional harmony and part-writing. This course is specifically designed for music majors and music minors.</p>	3	<p>MUS 302 CLASS WOODWINDS AND PEDAGOGY I Group instruction on clarinet and saxophone, including pedagogical principles and playing techniques. Individuals will be expected to demonstrate basic proficiency on each instrument.</p>	3
<p>MUS 255L AURAL SKILLS LAB I To be taken concurrently with Music Theory I. This two-hour performance skills lab provides concentrated practice in sight reading, melodic and rhythmic dictation, and beginning ear training exercises.</p>	1	<p>MUS 303 CLASS WOODWINDS AND PEDAGOGY II Group instruction on flute, oboe, and bassoon, including pedagogical principles and playing techniques. Individuals will be expected to demonstrate basic proficiency on each instrument.</p>	3
		<p>MUS 306 CLASS BRASS AND PEDAGOGY Group instruction on trumpet, French horn, trombone euphonium, and tuba, including pedagogical principles and playing techniques. Individuals will be expected to demonstrate basic proficiency on each instrument.</p>	3

Music (MUS)

<p>MUS 308 3 CLASS PERCUSSION AND PEDAGOGY A survey of various methods and music materials that may be used at the beginning and intermediate levels of percussion study. Observation, participation in and evaluation of individual and group instruction required.</p>	<p>MUS 355L 1 AURAL SKILLS LAB III To be taken concurrently with Music Theory III, this lab includes advanced sight-singing, three- and four-voice dictation, and score reading. Meets two hours weekly. Prerequisite: MUS 256L.</p>
<p>MUS 322 3 INTRODUCTION TO CHORAL CONDUCTING Study and practice of the basic techniques of leading choral ensembles, including discussion of rehearsal procedures, concert preparation, and conducting technique. Prerequisite: music major or minor, or instructor consent.</p>	<p>MUS 356 3 MUSIC THEORY IV The continuation of writing and analysis skills, this course will include quartal, "stacked", and other 20th century materials, as well as appropriate practice in aural and keyboard applications. An introduction to the composition of counterpoint will also be included. Prerequisite: MUS 355 or instructor consent.</p>
<p>MUS 323 3 INTRODUCTION TO INSTRUMENTAL CONDUCTING A study in baton technique within the practice of fundamental conducting patterns, conducting technique, and musical terminology. Prerequisite: music major or minor, or instructor consent.</p>	<p>MUS 356L 1 AURAL SKILLS LAB IV To be taken concurrently with Music Theory IV, this lab includes advanced sight-singing, four-voice dictation, aural identification, and error detection. Prerequisite: MUS 355L.</p>
<p>MUS 325 2 VOCAL DICTION I This course will include the study and practice of physiological processes of vowel and consonant production, their interaction with breathing and phonation, and their representation by standard International Phonetic Alphabet (IPA) symbols. Course will include the study of English and Italian diction.</p>	<p>MUS 361 3 SURVEY OF MUSIC HISTORY I Introduction to the study of Western music history, including compositional forms, genres, composers, and works from the Greeks through the Baroque period.</p>
<p>MUS 326 2 VOCAL DICTION II A continuation of MUS 325. The course will be the study of French and German diction.</p>	<p>MUS 362 3 SURVEY OF MUSIC HISTORY II A continuation of the study of Western music history, including compositional forms, genres, composer, and works from the Classical period through the present. Prerequisite: MUS 361.</p>
<p>MUS 337 1 JAZZ BAND TECHNIQUES This course explores teaching materials, techniques of teaching, and Organizational systems as they relate to jazz ensembles. The course also emphasizes the development of the student as both a performer and director through application of teaching techniques in a controlled environment.</p>	<p>MUS 363 3 WORLD MUSIC A study of instruments, music theory, and music performance from Africa, North American, South America, Europe, and Asia in connection with geographic, economic, and societal influences.</p>
<p>MUS 353 3 MUSIC AND THE CHILD This course explores some of the ways children develop their skills in musical creativity. Lecture, discussion, anecdotal observation, and direct participation in creative activities will lead the student to an understanding of the cognitive and affective processes at work in imaginative play and the value of those processes in overall development.</p>	<p>MUS 380-389 1-4 SPECIAL TOPICS IN MUSIC</p>
<p>MUS 355 3 MUSIC THEORY III This course introduces the study of form and analysis, more advanced studies in part-writing and dictation and the study of all tertian and seventh chords. The study of orchestration and advanced aural skills will be included. Prerequisites: MUS 255, 255L, 256, and 256L, or instructor consent.</p>	<p>MUS 470 (3-6) INTERNSHIP IN MUSIC</p>
	<p>MUS 480 1-4 INDEPENDENT STUDY IN MUSIC</p>
	<p>MUS 481-489 1-4 SPECIAL TOPICS IN MUSIC</p>
	<p>MUS 490 1-4 SEMINAR IN MUSIC</p>