

Music Marketing Major – 2020—2021 Catalog

FIRST YEAR			
<u>FALL</u>		<u>SPRING</u>	
ENG 111	4	ENG 112	4
MKT 205 Prin. of Marketing	3	MGT 204 Prin. of Management	3
Performing Ensemble	0 or 1	Performing Ensemble	0 or 1
Applied Music (primary inst.)	1	Applied Music (primary inst.)	1
UNI 101	1		
MUS 255	3	MUS 256	3
MUS 255L	1	MUS 256L	1
MUS 100	0	MUS 100	0
General Education	3-4	General Education	3-5
TOTAL HOURS	16-18	TOTAL HOURS	15-17

SECOND YEAR			
<u>FALL</u>		<u>SPRING</u>	
Performing Ensemble	0 or 1	Performing Ensemble	0 or 1
Applied Music	1	Applied Music	1
MUS 322 Conducting	2	MUS 366 Music History III	3
MKT 305 Consumer Behavior	3	MKT 354 Advertising and Promotion	3
MUS 365 Music History II	3	JRN 372 Web and Print Publ.	3
MUS 200 Music Technology	3		
MUS 100	0	MUS 100	0
General Ed	3-6	General Ed	6-7
TOTAL HOURS	15-18	TOTAL HOURS	16-18

THIRD YEAR			
<u>FALL</u>		<u>SPRING</u>	
Performing Ensemble	0 or 1	Performing Ensemble	0 or 1
MUL 103 Piano	1	MUL 104 Piano	1
MUS 265 Music & World Cult.	3	MUS 312 Pedagogy for Music Marketing	3
Business elective	3	Business elective	3
General Education	3-9	General Education	9
TOTAL HOURS	12-18	TOTAL HOURS	16-17

FOURTH YEAR			
<u>FALL</u>		<u>SPRING</u>	
Performing Ensemble	0 or 1	Performing Ensemble	0 or 1
MUL 137 Guitar	1	MUL 138 Guitar	1
Business elective	3	(Optional internship)	3-6)
General Education	13-14	General Ed	9-12
TOTAL HOURS	16-18	TOTAL HOURS	12-15

*General Education Requirements – Some courses fulfill general education as well as major requirements. See catalog for accepted courses for general education

If students choose to double major and/or minor, the following catalog rule applies: any course applied toward the completion of one major or minor may not also be applied toward the fulfillment of elective requirements in another major or minor.