

MUSIC INDUSTRY, BMUS

Contact

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Faculty

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Description

The B.Mus. music industry program prepares students to be competent musicians, and to comprehend, understand and analyze the rapidly changing advances in the industry. Students study and discuss the implications of current trends as they become familiar with the realities of general business and the creative and legal practices of the music business. In classes and through guest lectures and mentoring by leading industry professionals, students learn about professional organizations and their role in the industry.

The program also provides students with unprecedented opportunities to continue their education and broaden their skills and portfolio with graduate degree programs. In partnership with the Whitman School of Management, Setnor now offers the MUI/MBA 5-year dual degree program where B.Mus. music industry students who qualify can stay a 5th year and achieve an MBA. For students who have an interest in arts administration and non-profit music management students can enter into the M.A. in Arts Leadership program. There are also graduate programs in music performance and an M.S. certification in music education.

Student Learning Outcomes

Principal Performance Area (Lower Division Sequence)

1. demonstrate functional and artistic self-expression at the appropriate level.
2. perform a cross-section of repertoire.

Secondary Performance Area/Keyboard Competency (Lower Division Sequence)

1. demonstrate functional keyboard skills to support musicianship at the appropriate level.

Harmony & Analysis (Lower Division Sequence)

1. identify/describe common elements and organizational patterns of music and their aural and verbal analysis.
2. identify/describe musical forms, processes, and structures.

Aural Skills & Analysis (Lower Division Sequence)

1. produce and recognize music at the appropriate level.

Ensemble Performance (Lower Division Sequence)

1. demonstrate artistry and technical skills in an ensemble setting.
2. demonstrate collaborative competency and knowledge of the ensemble's repertoire.

History & Repertoire (Lower Division Sequence)

1. describe music history and identify repertoire through the present time, including the study and experience of musical languages and cultures.

Principal Performance Area (Upper Division Sequence)

1. demonstrate functional and artistic self-expression at the appropriate level.
2. perform a cross-section of repertoire.

Ensemble Performance (Upper Division Sequence)

1. demonstrate artistry and technical skills in an ensemble setting.
2. demonstrate collaborative competency and knowledge of the ensemble's repertoire.

Music Conducting (Upper Division Sequence)

1. work as a leader, and in collaboration, on matters of musical interpretation.

Revenue Stream Research

1. understand all forms of monetization as they apply to the music industry."

Recording Student Learning Outcomes

1. solve technical and artistic problems while preparing recorded products for various purposes/settings.
2. use recording equipment in applicable recording situations.

Music Industry Business Plan Development

1. produce a formal business plan strategy based on current music industry research.

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Program Requirements

Students are required to achieve 4 credits of music industry practicum (internships). There are opportunities in the immediate campus area during the academic year and numerous opportunities with high-profile music industry businesses in major metropolitan areas such as New York City.

1. Music Requirements: 60 credits
2. Music Industry Requirements: 30 credits
3. Academic Requirements: 30 credits

Students must complete a total of 120 degree credits for the Music Industry, BMus. This includes 30 credits of liberal arts and science courses.

Code	Title	Credits
Music Requirements		
<i>Principal Performance Area</i>		
Select 16 credits		16
<i>Secondary Performance Area</i>		
Select 4 credits		4
Keyboard skills unless piano or organ student.		
MTC 145	Theory and Musicianship I	3

MTC 146	Theory and Musicianship II	3
MTC 147	Ear Training I	1
MTC 148	Ear Training II	1
MTC 245	Theory and Musicianship III	3
MTC 246	Theory and Musicianship IV	3
MTC 247	Ear Training III	1
MTC 248	Ear Training IV	1
CTG 545	Basic Conducting	2
<i>Music History and Literature</i>		
MHL 185	Introduction to World Music	3
MHL 267	European Music before 1800	3
MHL 268	European and American Music Since 1800	3
<i>Large Ensembles</i>		
One Large Ensemble Required for Each Semester in Residence		7
Final semester is taken for 0 credit		
<i>Weekly Student Convocation</i>		
Required for each semester in residence.		0
Music Electives		
Select 6 credits		6
Music Industry Requirements		30
MUI 010	Soyars Entertainment Leadership Lecture Series I (x2, 0 credit each)	
MUI 205	Music Industry I	
MUI 206	Music Industry II	
MUI 305	Music Industry Marketing and Media	
MUI 307	Studio Recording	
MUI 308	Live Sound and Concert Recording	
or MUI 409	Advanced Digital Audio Workstation Production	
MUI 310	Soyars Leadership Lecture Series (x6, 1 credit each)	
MUI 402	Current State of the Music Industry	
MUI 405	Music Industry Law and Ethics	
MUI 408	Music Industry Practicum (4 credits total)	
<i>Academic Core Requirements</i>		22
WRT 105	Studio 1: Practices of Academic Writing	
WRT 205	Studio 2: Critical Research and Writing	
PSY 205	Foundations of Human Behavior	
SOC 101	Introduction to Sociology	
ECN 101	Introductory Microeconomics	
ECN 102	Introductory Macroeconomics	
MAR 301	Essentials of Marketing	
MGT 355	Strategic Human Resource Management	
FYS 101	First Year Seminar	
<i>Academic Electives</i>		
Select eight credits. Must Include at Least One 3-Credit IDEA Elective		8
Study Abroad		
During their academic career, industry students have the opportunity to study abroad in London or spend a semester interning and taking classes in L.A.		
Total Credits		120

Degree Awarded: BM Music Industry

Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)