

Music Industry (B.A.)



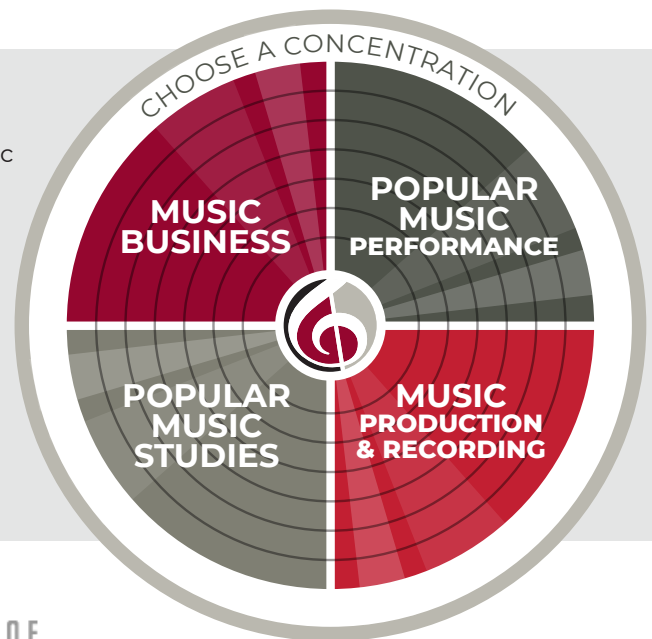
Lewis University's newly designed BA in Music Industry is a culturally inclusive, richly diverse, and experiential music program for students who are interested in pursuing careers in the highly diverse music industry. Students from all musical backgrounds are welcome in this program.

The program involves experiential learning opportunities including an internship experience at world-class organizations. Through the completion of core music courses, concentration core courses, and music electives, students will experience a music curriculum that responds to current needs and market trends in the music industry.

Concentrations

Music Industry students complete a diverse and comprehensive music core curriculum along with courses for one of the four concentration core curriculums: Popular Music Studies, Music Business, Popular Music Performance, or Music Production and Recording.

Concentrations provide greater flexibility to students to pursue areas of the music industry that interest them. When combined with the music core curriculum, concentrations allow for adaptability in responding to mutable market trends in the music industry by prioritizing the practical application of skills for musicians in the twenty-first century.



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BA Music Industry Curriculum

MAJOR CREDIT HOURS: 55

MUSIC CORE CURRICULUM (30 CREDIT HOURS)

MUSC 10001	Music Seminar (4)
MUSC 12000	Music Theory 1 (3)
MUSC 12200	Music Theory 1 Lab (1)
MUSC 12100	Music Theory 2 (3)
MUSC 12300	Music Theory 2 Lab (1)
MUSC 22000	Music Theory 3 (3)
MUSC 22200	Music Theory 3 Lab (1)
MUSC 19000	Music Literature (3)
MUSC 29900	Intro to Recording and Computer Music (3)
MUSC 3xxxx	Music History for Majors (3*)
MUSC xxxxx	Ensembles (4)
MUSC 49800	Internship (1)

*Music History for Majors: Students choose from

MUSC 33500	History of American Popular Music for Majors
MUSC 33700	History of Jazz for Majors
MUSC 33550	Sex, Race, and Power in Pop Music for Majors

CONCENTRATION CORE CURRICULUM

Concentration: Popular Music Studies (25)

Music Electives (25)

Concentration: Music Business (25 Credit Hours)

MUSC 21000	Introduction to Music Business (3)
MUSC 31000	Music Business (3)
BSAD 21500	Introduction to Entrepreneurship (3)
MKTG 20000	Principles of Marketing (3)
MKTG 30500	Introduction to Digital Marketing (3)
	Music Electives (10)

Concentration: Popular Music Performance (25)

MUSC 21000	Introduction to Music Business (3)
MUSC xxxxx	Applied Lessons (8)
MUSC xxxxx	Ensembles (2)
MUSC 18700	Songwriting (2)
	Music Electives (10)

Concentration: Music Production and Recording (25)

MUSC 10800	Recording Ensemble (2)
MUSC 18200	Piano (2)
MUSC 18700	Songwriting (2)
MUSC 32200	Orchestration (3)
MUSC 30000	Music Production and Recording (6)
	Music Electives (10)

MUSIC ELECTIVES

Each concentration empowers students customize their educational experience through music electives.

MUSC xxxxx	Applied Lessons (1 or 2)
MUSC xxxxx	Ensembles (1)
MUSC 18700	Songwriting (2)
MUSC 21000	Intro to Music Business (3)
MUSC 30000	Music Production and Recording (3)
MUSC 31000	Music Business (3)
MUSC 32100	Form&Analysis (3)
MUSC 32200	Orchestration (3)
MUSC 33000	Conducting (3)
MUSC 33500	History of American Pop Music for Majors (3)
MUSC 33550	Sex, Race, and Power in Pop Music (3)
MUSC 33700	History of Jazz for Majors (3)
ARTS 23300	Motion Graphics (3)
BSAD 21500	Introduction to Entrepreneurship (3)
COMM 20600	Social Media and Online Audiences (3)
CPSC 20000	Introduction to Computer Science (3)
CPSC 21000	Programming Fundamentals (3)
MKTG 20000	Principles of Marketing (3)
MKTG 30500	Introduction to Digital Marketing (3)
MKTG 37600	Digital Marketing Strategy (3)
THTR 25100	Stage Technology 1 (3)
MUSC xxxxx	ST: Workshop