

Bachelor of Arts in Music - Music Industry Studies Emphasis

Admission

Students may pursue Bachelor of Arts (BA) in music - music industry studies emphasis course work without a formal audition process. Formal admission to the degree program is gained through a portfolio review process that occurs near the conclusion of the fourth semester of study.

Program Requirements

General Requirements

- 120 total credit hours and overall 2.000 GPA for graduation.
- Students must complete the 34-35 credit hours of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/>), College of Fine Arts requirements, and must have 45 upper division credit hours.

Major Requirements

- 45-46 credit hours in music,
- 12 credit hours of a guided focus area,
- 11 credit hours outside of music, and
- 16-18 credit hours of open electives.

Course	Title	Hours
General Education (34-35 credit hours)		
Select courses to meet General Education requirements		34-35
Performance (8 credit hours)		
MUSA and/or MUSP courses ¹		8
Music Core (11 credit hours)		
MUSC 127	Musicianship 1	2
MUSC 128	Musicianship 2	2
MUSC 129	Aural Skills 1	2
MUSC 130	Aural Skills 2	2
MUSC 113	Introduction to Music Studies and Professional Skills	3
Music in History and Culture (9-10 credit hours)		
Select 9-10 credit hours from the following		9-10
MUSC 162	Global Music Cultures	
MUSC 164	American Popular Music	
MUSC 336	Survey of the Western Musical Canon	
MUSC 346	Styles of Jazz	
MUSC 348A	History of Jazz	
MUSC 525A-Z	Topics in Commercial Music	
MUSC 675A	Topics in Musicology: Aesthetics	
MUSC 675B	Topics in Musicology: Global Musics	
MUSC 675C	Topics in Musicology: Identity	
MUSC 675D	Topics in Musicology: Popular Musics	
Industry, Business and Technology (23 credit hours)		
MART 108	Digital Audio Workstations	2
MUSC 115	Introduction to Music Technology	2
MUSC 116	Introduction to Music Marketing	2
MUSC 118	Introduction to the Music Business	2

ENTR 310	The Entrepreneurial Experience	3
ENTR 440	New Venture Feasibility Analysis	3
ENTR 455	Entrepreneurial Finance	3
MUSC 340	Media and Promotional Content for Musicians	2
MUSC 350	Foundations of Arts Leadership	2
MUSC 405	Performance Identity and Branding	2
Additional Requirements		
MUSC 399	Junior Seminar in Music Studies	2
MUSC 498 or MUSC 499	Senior Capstone/Project Internship in Music	3
Guided Focus Area ²		
Students will choose a focus area in consultation with faculty. Examples of focus areas include: leadership, marketing, audio and media production, performance, entrepreneurship, composition, and pedagogy.		12
Open Electives ²		
Select enough electives to reach 120 credit hours. These credits can include additional MUS courses.		16-18
Total Credit Hours		120

¹ Ensembles are counted by semester.

² 45 credits of upper-division courses completed at a four-year institution are required.

Applied Learning

Students in the Bachelor of Arts in music program are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by the completion of MUSC 498 Senior Capstone/Project or MUSC 499 Internship in Music.