MUSIC BUSINESS

Introduction
The music major with a music business concentration is an interdisciplinary opportunity for students to combine their passion for music with the marketing and business components of the music industry, all within the liberal arts tradition of the college. The concentration is a joint collaboration between the College of Arts and Sciences and the Wehle School of Business, combining the Bachelor of Arts degree music major and the business minor with the addition of select music business courses and a music business internship.

A more detailed description of the Music Program, faculty, facilities, academic and co-curricular opportunities can be found at the Music Program website (https://www.canisius.edu/academics/programs/music).

Qualifications
A vocal or instrumental performance audition is required prior to formal acceptance into the major, but students may begin to take courses before the audition takes place (usually no later than the end of the first academic year). In order to successfully complete the major, students must have a minimum grade of C- in each course included in the major. Students must maintain a 2.0 overall average to graduate with a degree in music.

Advisement
All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Major advisors are normally assigned in the sophomore year, but may be requested in the freshman year to supplement a student’s freshman advisor (their GRIF 101 facilitator). Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

Dual Majors
Students who wish to expand their educational opportunities may decide to declare a dual major. The decision may be based on career goals or planned graduate studies. Before a student declares a dual major, it is important to meet with the appropriate academic departments for advisement. Some dual major combinations can be completed within the minimum 120 credit hour degree requirement, but in some cases additional course work may be required. In order to declare a dual major, the student must complete the appropriate dual major request form and get the signature of each department chairperson and the appropriate associate dean.

Some common dual majors with music are communications, digital media arts, English, psychology, and education.

Minors
Minors provide students the opportunity to pursue additional interests but generally do not require as many courses as a major. Minors generally range from five to eight required courses. The minors page (http://catalog.canisius.edu/undergraduate/minors) provides a complete list of minors and provides links to each minor. Some majors and minors can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework may be required. Students must complete the appropriate minor request form.

General Education Requirements
All undergraduate students must complete either the Canisius Core Curriculum (http://catalog.canisius.edu/undergraduate/academics/core-curriculum-information/core-curriculum) or the All-College Honors Curriculum (http://catalog.canisius.edu/undergraduate/academics/core-curriculum-information/all-college-honors-program).

Free Electives
Free electives are courses in addition to the Core Curriculum or Honors Curriculum and major requirements sufficient to reach the minimum of 120 credit hours required for graduation. Students may graduate with more but not less than 120 credit hours.

Major Requirements
Majors complete required music courses and electives, participate in ensemble for eight semesters, complete the required business concentration courses and elective, and participate in a music business internship.

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAM 119</td>
<td>Masterpieces of Music</td>
<td>3</td>
</tr>
<tr>
<td>FAM 210</td>
<td>Keyboard Musicianship</td>
<td>3</td>
</tr>
<tr>
<td>FAM 230</td>
<td>Music Theory I</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>&amp; 230L and Music Theory I Lab</td>
<td></td>
</tr>
<tr>
<td>FAM 240</td>
<td>Music Theory II</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>&amp; 240L and Music Theory II Lab</td>
<td></td>
</tr>
<tr>
<td>FAM 330</td>
<td>Music Theory III</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>&amp; 330L and Music Theory III Lab</td>
<td></td>
</tr>
<tr>
<td>FAM 340</td>
<td>Music Theory IV</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>&amp; 340L and Music Theory IV Lab</td>
<td></td>
</tr>
<tr>
<td>FAM 360</td>
<td>Music Business I</td>
<td>3</td>
</tr>
<tr>
<td>FAM 361</td>
<td>Music Business II</td>
<td>3</td>
</tr>
<tr>
<td>FAM 450</td>
<td>Senior Seminar</td>
<td>3</td>
</tr>
<tr>
<td>FAM 498</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Must take four semesters of performance</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAM 226</td>
<td>Music Performance (four semesters)</td>
<td></td>
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</table>

FAM Music History Course Elective
Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>FAM 216</td>
<td>Medieval and Renaissance Music</td>
</tr>
<tr>
<td>FAM 217</td>
<td>Music of the Baroque Period</td>
</tr>
<tr>
<td>FAM 218</td>
<td>Music of the Classical Period</td>
</tr>
<tr>
<td>FAM 219</td>
<td>19th Century Music</td>
</tr>
<tr>
<td>FAM 220</td>
<td>Art Music from 1900 to the Present</td>
</tr>
</tbody>
</table>

DMA Course Elective

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMA 309</td>
<td>Music Technology</td>
<td>3</td>
</tr>
<tr>
<td>or DMA 310</td>
<td>Digital Audio/Music Production</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 48

Note: DMA 309 and DMA 310 are offered in alternate years.
Music Business

Music Ensemble (0-8 credits)

Majors must take the same ensemble for all eight semesters.

A student may take a music ensemble for one (1) credit

| FAM 181 | Chorale          | 1 |
| FAM 182 | Jazz Ensemble    | 1 |
| FAM 184 | Chamber Orchestra | 1 |
| FAM 185 | Concert Band     | 1 |

or for zero (0) credit

| FAM 171 | Chorale          | 0 |
| FAM 172 | Jazz Ensemble    | 0 |
| FAM 174 | Chamber Orchestra | 0 |
| FAM 175 | Concert Band     | 0 |

Students may opt for zero credit to avoid exceeding 18 credits in a semester.

Required Business Courses

ECO 101 Principles of Macroeconomics 3
ACC 201 Financial Accounting 3
ECO 255 Business Statistics I 3
MGT 101 Introduction to Management 3
MKT 201 Principles of Marketing 3
FIN 201 Introduction to Finance 3

Total Credits 18

Business Elective

Select one of the following: 3

ECO 102 Principles of Microeconomics
MGT 360 Organizational Behavior
MGT 364 Human Resources Management
MKT 320 Consumer Behavior

Major Experience

Internship (FAM 498): The program requires an internship with a business or organization related to the student’s primary interest, which gives the student hands-on experience in the field. A variety of settings are possible including music or arts management, recording studios, radio stations, and music retailing. Prerequisites: FAM 360 and FAM 361 or permission of the department chair.

Recommended Semester Schedule for Major Course Requirements

Freshman

Fall
FAM 230 & 230L
FAM 226
Music ensemble
ECO 101
Spring
FAM 119
FAM 240 & 240L
FAM 226
Music ensemble
MGT 101

Sophomore

Fall
FAM 330 & 330L
FAM 210
Music ensemble
ACC 201
Spring
FAM 340 & 340L
Music history course
FAM 226
Music ensemble
MKT 201

Junior

Fall
FAM 360
Music ensemble
ECO 255
Senior

Fall
FAM 450
Music ensemble
Spring
FAM 498
Music ensemble

Business elective

\* Note: DMA 309 and DMA 310 are offered in alternate years.

Learning Goals & Objectives

Student Learning Goal 1

Music majors will be able to analyze the musical elements of a piece of music.

Students will:

- Objective A: Identify the elements of melody, rhythm, harmony, organizational patterns, and form in Western art music through aural analysis of recordings;
- Objective B: Identify the elements of melody, rhythm, harmony, organizational patterns, and form in Western art music through visual analysis of musical scores.

Student Learning Goal 2

Music majors will be able to demonstrate proficiency in vocal or instrumental performance.

Students will:

- Objective A: Demonstrate the technical and interpretive skills necessary for artistic self-expression in a variety of repertory through solo performance in the student’s primary area of vocal or instrumental performance;
- Objective B: Demonstrate the technical and interpretive skills necessary for artistic self-expression in a variety of repertory through ensemble performance in the student’s primary area of vocal or instrumental performance.

Student Learning Goal 3

Music majors will be able to analyze the musical style of a piece of music.

Students will:

- Objective A: Identify aurally the musical period or culture of a piece of music;
- Objective B: Identify the musical period or culture of a piece of music through score reading.
Student Learning Goal 4

Music majors will be able to integrate knowledge in music theory, music history, and performance appropriate to the individual’s sequence of study.

Students will:

- **Objective A**: Exhibit the integration of musical knowledge through the presentation of a written paper or a musical performance.

Fine Arts

Music Major