

# COMMERCIAL MUSIC, B.A.

## Program Learning Outcomes

*Students who complete the program in Commercial Music will be able to:*

1. Demonstrate essential competencies in musicianship skills in written theory, aural skills, and keyboard musicianship.
2. Develop applied music skills in one primary performance area in both solo and ensemble settings.
3. Become conversant with the essential outlines of music history, music literature, and an awareness of significant non-western musical styles.
4. Develop and articulate a clear application of the concepts of calling, role, path, and purpose as they apply to the field of the music discipline.
5. Through the medium of a live concert, demonstrate the development of a public persona whose musical style reflects the musical interests that play to the artists' strengths and personality.
6. Produce a demo showcasing at least five original works that demonstrate the artist's ability to effectively collaborate with other artists, working from an initial concept to a finished product.

## Concentrations

- Performance (p. 1)
- Production (p. 1)

## Performance Concentration

Code	Title	Units
<b>Core Curriculum <sup>1</sup></b>		
Applied Music and Ensembles:		
MUA 1001	Recital Attendance - 4 semesters	0
MUA 2001	Piano Proficiency Exam	0
MUA 2012	Beginning Conducting	2
Four (4) semesters MUA at 1000-2000 level <sup>2</sup>		4
One-unit Ensembles		4
Music History:		
MUH 1001	Introduction to Listening (FE)	2
MUH 3034	World Music	2
MUH 3041	History of Western Music II	3
MUH 4031	Faith, Life, and Music	2
Music Technology:		
MTC 1000	Introduction to Music Technology	1
Music Theory:		
MUT 1020	Music Theory I	4
MUT 1021	Music Theory II	4
MUT 2020	Music Theory III	3
<b>Concentration Courses</b>		
Applied Music and Ensembles:		
Four (4) semesters MUA at 3000-4000 level <sup>3</sup>		4
MUP 3040	Commercial Music Ensemble (4 semesters)	2
Commercial Music:		
MCM 1000	Introduction to Commercial Composition	1
MCM 3024	Songwriting	2
MCM 3025	Style and Improvisation (2 semesters)	4

MCM 3036	The Business of Music	2
MCM 4076	Senior Project	1
Entrepreneurship:		
MGT 3081	Creativity and Innovation	3
Music History:		
MUH 3035	History of Popular Music	3
Music Technology:		
MTC 3027	Digital Audio I	2
MTC 3028	Digital Audio II	2
MTC 4095	Production and Recording Techniques	3
<b>Total Units</b>		<b>60</b>

<sup>1</sup> Required of all Music majors.

<sup>2</sup> Applied Music in major performing area; must advance to the 2000-level.

<sup>3</sup> Applied lessons in commercial music performing area.

## Production Concentration

Code	Title	Units
<b>Core Curriculum <sup>1</sup></b>		
Applied Music and Ensembles:		
MUA 1001	Recital Attendance - 4 semesters	0
MUA 2001	Piano Proficiency Exam	0
MUA 2012	Beginning Conducting	2
Four (4) semesters MUA at 1000-2000 level <sup>2</sup>		4
One-unit Ensembles		4
Music History:		
MUH 1001	Introduction to Listening (FE)	2
MUH 3034	World Music	2
MUH 3041	History of Western Music II	3
MUH 4031	Faith, Life, and Music	2
Music Technology:		
MTC 1000	Introduction to Music Technology	1
Music Theory:		
MUT 1020	Music Theory I	4
MUT 1021	Music Theory II	4
MUT 2020	Music Theory III	3
<b>Concentration Courses</b>		
Applied Music and Ensembles:		
Four (4) semesters MUC at 3000-4000 level <sup>3</sup>		4
MUP 3040	Commercial Music Ensemble (4 semesters)	2
Commercial Music:		
MCM 1000	Introduction to Commercial Composition	1
MCM 3024	Songwriting	2
MCM 3035	Arranging I	2
MCM 3036	The Business of Music	2
MCM 4035	Arranging II	2
MCM 4076	Senior Project	1
Entrepreneurship:		
MGT 3081	Creativity and Innovation	3
Music History:		
MUH 3035	History of Popular Music	3
Music Technology:		

MTC 3027	Digital Audio I	2
MTC 3028	Digital Audio II	2
MTC 4095	Production and Recording Techniques	3
<b>Total Units</b>		<b>60</b>

<sup>1</sup> Required of all Music majors.

<sup>2</sup> Applied Music in major performing area; must advance to the 2000-level.

<sup>3</sup> Applied commercial composition lessons.

**Note(s):**

- Transfer students and PLNU students changing their major to Commercial Music must complete one ensemble and one unit of applied music each semester.
- A minor from the following list is recommended:
  - Accounting (<https://pointloma-public.courseleaf.com/prior-catalogs/2023-2024/tug-catalog/colleges-schools-departments/fsb/tug-business/accounting-minor/>)
  - Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2023-2024/tug-catalog/colleges-schools-departments/fsb/tug-business/business-administration-minor/>)
  - Graphic Design (<https://pointloma-public.courseleaf.com/prior-catalogs/2023-2024/tug-catalog/colleges-schools-departments/cah/art/graphic-design-minor/>)
  - Marketing (<https://pointloma-public.courseleaf.com/prior-catalogs/2023-2024/tug-catalog/colleges-schools-departments/fsb/tug-business/marketing-minor/>)
  - Media Communication (<https://pointloma-public.courseleaf.com/prior-catalogs/2023-2024/tug-catalog/colleges-schools-departments/cah/com/media-communication-minor/>)
  - Theatre (<https://pointloma-public.courseleaf.com/prior-catalogs/2023-2024/tug-catalog/colleges-schools-departments/cah/com/theatre-minor/>)

**Total Degree (with FE): 119 Units**