

MUSIC INDUSTRY STUDIES, B.S.

Learning Outcomes

1. The ability to hear, identify, and work conceptually and analytically with the elements of music – rhythm, harmony, and structure.
2. A basic understanding of compositional processes, aesthetic properties of style, and ways these shape and are shaped by artistic and cultural forces.
3. An acquaintance with a wide selection of musical literature, the principal eras, genres, and cultural sources, including, but not limited to, jazz, popular, classical, and world music forms.
4. The ability to defend musical judgements.
5. A functional proficiency in at least one area of instrumental or vocal performance.
6. An overview understanding of the music industry, including the functions and organizational structures of its basic component sectors, and the relationships of these sectors together.
7. A working knowledge of the multiple ways the music industry and its sectors use principles and techniques of marketing, promotion, management, and merchandising, including the development, manufacturing, distribution and retailing of musical products.
8. A basic knowledge of the fundamental principles, issues, and systems associated with creative and intellectual property, including but not limited to copyright, publishing, licensing, patents, and trademarks.
9. A functional knowledge of artist and concert management, including but not limited to promotion and production.
10. An overview and understanding of organizational structures, practices, and standard issues associated with music organizations.
11. A basic understanding of how computers and information technologies influence the business environment, e-commerce, and the decisions of various sectors of the music industry.
12. A basic knowledge of the major information and data sources that support or influence decision-making in the music industry and in business more generally.
13. An understanding of the fundamental principles of micro- and macro-economics sufficient to apply them to basic economics analysis, evaluation, and decisions-making.
14. A functional knowledge of accounting, including financial and managerial accounting.
15. A basic understanding of principles, techniques, and common practices in business law, management, business ethics, and marketing, including but not limited to consumer behavior, market research, publicity, and public relations.
16. A basic understanding of international business practices.

Admissions

Entrance Requirements

All applicants to the School of Music must audition on their principal instrument or voice. Admission to any specific degree is dependent on the qualifying audition. A student who wishes to enter the School of Music from another college on the Columbia campus must be in good standing and have a cumulative GPA of 2.25 or higher. A student who

wishes to enter the School of Music from another USC campus must fulfill one of the following:

1. Be in good standing, meet the admission requirements for a baccalaureate degree on the Columbia campus, and have a cumulative GPA of 2.25 or higher.
2. Be in good standing and have completed 30 semester hours with a GPA of 2.25 or higher on a USC campus. Transfer applicants from regionally accredited colleges and universities are required to have a minimum GPA of 2.25 (on a 4.00 scale) on all college-level courses attempted. If fewer than 30 semester hours of college-level work have been attempted, the applicant must meet both transfer and freshman entrance requirements.

Degree Requirements (121 hours) Program of Study

Requirements	Credit Hours
1. Carolina Core	32-44
2. College Requirements	0
3. Program Requirements	0-7
4. Major Requirements	82

Founding Documents Requirement

All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (<https://academicbulletins.sc.edu/undergraduate/founding-document-courses/>).

1. Carolina Core Requirements (32-44 hours)

CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

must be passed with a grade of C or higher

- ENGL 101 (<https://academicbulletins.sc.edu/search/?P=ENGL%20101>)
- ENGL 102 (<https://academicbulletins.sc.edu/search/?P=ENGL%20102>)

ARP – Analytical Reasoning and Problem Solving (6 hours)

- two CC-ARP courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

SCI – Scientific Literacy (8 hours)

- two 4-credit hour CC-SCI courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

Demonstration of proficiency in one foreign language equivalent to the minimum passing grade on the exit examination in the 122 course is required, if not already met through Carolina Core or the foreign language placement exam.

- CC-GFL courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)

- any CC-GHS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)

- any CC-GSS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

AIU – Aesthetic and Interpretive Understanding (3 hours)

must be passed with a grade of C or higher

- any CC-AIU course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>), other than MUSC

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component ¹ (0-3 hours)

- any overlay or stand-alone CC-CMS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

INF – Information Literacy ¹ (0-3 hours)

- any overlay or stand-alone CC-INF course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

VSR – Values, Ethics, and Social Responsibility ¹ (0-3 hours)

- any overlay or stand-alone CC-VSR course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

¹ **Carolina Core Stand Alone or Overlay Eligible Requirements** – Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

2. College Requirements (0 hours)

No college-required courses for this program.

3. Program Requirements (0-7 hours)

Supporting Courses (0-3hours)

Foreign Language (0-3 hours)

- only if needed to meet 122-level proficiency

Electives (0-7 hours)

- The number of non-music electives needed depends on how Carolina Core courses are fulfilled. The number of hours of Carolina Core courses and non-music electives must equal 39 hours. No courses of a remedial, developmental, skill-acquiring, or vocational nature may apply as credit toward degrees in the School of Music. The School of Music allows the use of the Pass-Fail option on elective courses. Further clarification on inapplicable courses can be obtained from the School of Music.

4. Major Requirements (82 hours)

A minimum grade of C is required in all major courses.

Major Courses

Course	Title	Credits
MUSC 100	Music Convocation (must complete 2 semesters with a grade of satisfactory)	0
MUSC 100A	Music Advocacy I: Understanding the Power of Your Music	0
MUSC 100L	Recital Class Laboratory	1
MUSC 150	Music Industry Convocation ¹	0

¹ Must complete 5 semesters

Musicianship (17 hours)

Course	Title	Credits
MUSC 113 or MUSC 140	Special Topics in Popular Music Jazz and American Popular Music	3
MUSC 115	Music Theory I	3
MUSC 215	Music Theory II	3
MUSC 117	Aural Skills I	1
MUSC 118	Aural Skills II	1
MUSC 210	Understanding the Psychology of Music	3
MUSC 230 or MUSC 231	Introduction to Beat Making and Digital Audio Production Introduction to Digital Music Creation	3

Total Credit Hours 17

Applied Music Courses (8 hours)

Course	Title	Credits
MUSC 104	Introduction to Piano	2
Select 3 courses from the following:		6
MUED 155	Group Piano	
MUED 156	Group Piano	
MUED 165	Class Voice (Basic)	
MUED 265	Class Voice (Intermediate)	
MUSC 101A-MUSC 101Z; MUSC 111A-MUSC 111Z; MUSC 211A-MUSC 211Z		
MUSC 103	Basic Guitar	
MUSC 105	Introduction to Singing	
MUSC 203	Basic Guitar II	

Total Credit Hours 8

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Ensembles (4 hours)

Students are required to participate in an ensemble for 4 semesters. Major ensembles require an audition for membership. Students enrolling in an ensemble to fulfill a degree requirement must register for at least 1 credit hour.

Course	Title	Credits
Select 4 semesters of Music Ensemble from the following:		4
MUSC 123	The Marching Band	
MUSC 124	Symphonic Winds	
MUSC 125	University Concert Choir	
MUSC 126	University Orchestra	
MUSC 129	University Chorus	
MUSC 130A-MUSC 130Z		
MUSC 131	Jazz Ensemble	
MUSC 133	Wind Ensemble	
MUSC 134	Ensemble - Chamber Orchestra	
MUSC 135B-MUSC 135E		
Total Credit Hours		4

Music Electives (6 hours)

Students must complete a minimum of 6 hours of music major electives.

- any MUSC or MUED courses

Music Industry (46 hours)

Course	Title	Credits
ECON 224	Introduction to Economics	3
MGMT 371	Principles of Management	3
MUSC 305	Introduction to Music Industry Studies	1
MUSC 365	An Introduction to Audio Recording Techniques	3
MUSC 498	Music Industry Capstone	6
MUSC 565	Advanced Audio Recording Techniques	3
MUSC 566	Fundamentals of Sound Use for Media	3
or MUSC 567	Recording Studio Techniques	
MUSC 582	Music and Money	3
MUSC 588	Business of Music	3
MUSC 590	Seminar in Music Industry	3
MUSC 593	Arts Marketing	3
SPTTE 202	Introduction to Live Entertainment Management	3
SPTTE 240	Business Law	3
SPTTE 302	Artist Representation and Management	3
SPTTE 303	Live Entertainment Tour Management	3
Total Credit Hours		46

Major Map

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.

Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.