

COMMERCIAL MUSIC SPECIALIZATION: Instrumental  
(as approved by the Curriculum Committee, April 1980)

N.B.: For the purposes of this specialization the terms classical and commercial are defined in the following ways:

CLASSICAL: Refers to traditional studies in music as commonly pursued in colleges and universities.

COMMERCIAL: Refers to studies in contemporary styles including, but not limited to jazz, music for media [scoring for films, TV, radio, recordings] small ensembles, backups, stage bands, et al.

I. TITLE AND SPONSOR

B.A. Music Major: Commercial Music Specialization: Instrumental.  
(John Thyhsen and Manny Albam, sponsors, with John Thyhsen coordinating the specialization).

II. ESSENCE OF THE PROPOSAL

A. The specialization would start with 5-12 students and the potential for growth is considerable. It is easily conceivable that this specialization could attract as many as 50-100 students within the next 3 to 5 years.

B. The 4-year curriculum would consist of general education, the common core, and specialization.

1. General Education: 45 hours

Students must take at least two courses in each of the five areas below. The courses below are only suggestions and the student may elect other courses in consultation with his/her advisor

Area I - Behavioral and Social Sciences	
General Psychology	3
Introduction to Sociology	3
Area II - Humanities and History	
Western Civilization to 1660	3
Western Civilization since 1660	3
Area III - Language and Communications	
Fundamentals of Communication I	3
Fundamentals of Communication II	3
Public Speaking	3
Area IV - Mathematics and Science	
Introductory Mathematics I	3
Natural Resources	3
Health and Physical Education	3
Area V - Fine, Performing and Practical Arts	
Experiencing Art	3
Living Theater	3
Oral Interpretation of Literature	3
History of Art	3
Elements of Dance	3

CURRICULAR STRUCTURE - Study in the major area, including performance studies, ensemble participation, studies in composition, arranging and improvisation, independent study, field experiences, and recitals, should comprise 30% to 40% of the total program; supportive course in music, including basic musicianship studies, 20% to 30%; general studies, 20% to 30%; and elective areas of study, 10% to 15%. Elective courses should remain the free choice of the student.\*\*\*

The proposal requires 37% of the total program to be study in the major area, 17% to be in supportive courses, 35% to be in general education, and 11% in Elective choice in music.

The proposed curriculum of 23 hours of composition and specialized commercial courses is similar in scope and content to that offered at the University of Indiana, which also requires 23 hours of composition and specialized courses covering improvisation, the history of jazz and composition. The University of Miami requires 21 hours of composition and specialized courses. The proposal clearly reflects both NASM guidelines and academic precedent.

FRESHMAN YEAR

First Semester

Applied Instrumental I	3 hours
Theoretical Constructs I	4
General Music History	3
Piano Class I	1
Student Recitals	0
Ensemble (orchestra, band, or wind ensemble required; jazz lab band is elective.)	0
Communications I	3
Health and Phys. Ed.	<u>1½</u>
	15½

Second Semester

Applied Inst. II	3 hours
Theoretical Const. II	4
Growth and Dev. of Jazz	3
Piano Class II	1
Student Recitals	0
Ensemble (same as first semester)	0
Communications II	3
Health and Phys. Ed.	<u>1½</u>
	15½

\*\*\*Quoted from NASM Handbook, 1979, page 42.

III. DETAILS (continued)

- C. The administration of the Specialization will not differ from that of other ongoing Specializations except that Manny Albam and John Thyhsen will serve as advisors for students electing this Specialization.
- D. Equipment, library and staff are adequate to begin the program. As enrollment increases, adjunct faculty would be needed, especially in the areas of keyboard, guitar, and saxophone.