



# Rowan University Bachelor of Science in Music Industry

**The Bachelor of Science in Music Industry** at Rowan University is one of the most comprehensive degree programs of its kind. The program's goals are to provide students extensive knowledge of the current music business and many aspects of the audio production industry. The Music Industry curriculum incorporates two specializations: **Music Technology** and **Music Business**. The music technology specialization is geared toward hands-on experience in the recording studio and live sound, while the business specialization focuses on management, publishing and marketing in the music industry. Both specializations lead to a Bachelor of Science in Music Industry from the Department of Music that includes 12 credits from the Rohrer College of Business with a strong emphasis on marketing and entrepreneurship, and access to an array of elective courses in the Department of Music. The program's flexibility allows students from each specialization to take classes in the other, giving everyone access to the music labs and recording studios. The program offers two internships in its course sequence as well as the opportunity to gain additional real-life experience working for the student-run record label, booking and promoting concerts, recording concerts, working in our recording studios, meeting with key music industry professionals and more.



## Core Courses:

- Business of Music I
- Business of Music II
- Audio Recording I
- Computer Technology & Music I
- History of Popular Music
- Survey of Record Production
- Music Industry Internship I
- Music Industry Internship II
- Capstone Project in Music Industry I
- Capstone Project in Music Industry II
- Piano or Guitar
- Music Theory I Aural
- Music Theory I Written
- Introduction to Music Performance
- Journalistic Writing for Non-majors
- Entrepreneurship & Innovation
- Foundations of Accounting
- Principles of Marketing
- Legal Environment of Business

## Music Technology Specialization:

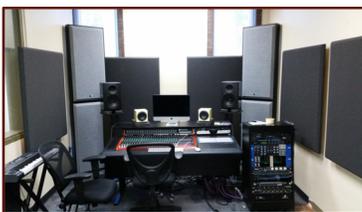
- Audio Recording II
- Computer Technology & Music II
- Producing the Record
- Audio for Video
- Sound Reinforcement I

## Music Business Specialization:

- Music Publishing
- Artist Services I (Student-run record label)
- Artist Services II (Student-run record label)
- Artist Services III (Student-run record label)
- Touring and Concert Promotion
- Entrepreneurship in the Music Industry

## Electives (sample list):

- Game Audio
- Recording Studio Design and Maintenance
- Sound Synthesis and Remixing
- Mixing and Mastering
- Public Relations in the Music Industry
- Songwriting



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**Rowan University**  
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Glassboro, NJ 08028

# B.S. in Music Industry

## Academic Program Guide for **New First-Year Students** (Effective Fall 2018) Department of Music ([music@rowan.edu](mailto:music@rowan.edu))

*Students who entered Rowan University prior to Fall 2018 should follow the guide for their program and start year in consultation with their advisor.*

### Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
  - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
  - Rowan Core & Rowan Experience designations are listed in course details in Section Tally ([www.rowan.edu/registrar](http://www.rowan.edu/registrar)) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

### Program-Specific Graduation Requirements for this Major / Degree

- Students must receive a grade of C or better in all courses satisfying Major requirements.

### Rowan Core Requirements<sup>1</sup>

*Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy. With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.*

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
  - COMP 01111 College Composition I (3 sh)     COMP 01112 College Composition II (3 sh)     CMS 04205 Public Speaking (3 sh)
- (ARTL) Artistic Literacy                      *Recommendation from major:* MUS 40201 (3 sh counted under major)
- (GLBL) Global Literacy                          *Recommendation from major:*
- (HUML) Humanistic Literacy                *Recommendation from major:*
- (QNTL) Quantitative Literacy                *Recommendation from major:*
- (SCIL) Scientific Literacy                    *Recommendation from major:*

Subtotal of credits counted in this section: 9 sh

### Rowan Experience Requirements

*Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.*

- (LIT) Broad-Based Literature Attribute    *Recommendation from major:*
- (WI) Writing Intensive Attribute            *Recommendation from major:*
- (RS) Rowan Seminar Attribute<sup>2</sup>            *Recommendation from major:*

### Non-Program Courses (minimum 18 sh)

*Courses in this section cannot be in the major department.*

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
JRN 02210	Journalistic Writing				3
<b>Subtotal: 18 sh</b>					

<sup>1</sup> The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

<sup>2</sup> The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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## Major Requirements (78 sh)

### SUMMARY OF MAJOR REQUIREMENTS

- 37 sh of Foundational Courses
  - 18 sh of Mid-Level Courses
  - 8 sh of Upper-Level Courses
  - 15 sh of Concentration Courses
- 
- 78 sh total

### FOUNDATIONAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MUS 40111	Business of Music I				3
MUS 40121	Audio Recording I				3
MUS 04110	Sight-Singing and Ear Training				2
MUS 04118	Music Fundamentals				3
MUS 40113	Business of Music II				3
MUS 40122	Computer Technology and Music I				3
MUS 04103	Music Theory I				4
MUS 40201	History of Popular Music	Satisfies Artistic Literacy			3
MUS 97102 or MUS 97229	Piano I for Non-Majors or Guitar Class				3
MKT 09200	Principles of Marketing				3
ACC 03405	Foundations of Accounting				3
MUS 40202	Introduction to Music Performance				3
MUS 40223	Survey of Record Production				1
					Subtotal: 37 sh

### MID-LEVEL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MUS 40211	Music Industry Internship I	Summer following Sophomore Year			3
MGT 98242	Legal Environment of Business				3
ENT 06240	Entrepreneurship and Innovation				3
	Music Elective	Any course with a MUS or MUSG prefix			3
	Music Elective	Any course with a MUS or MUSG prefix			3
	Music Elective	Any course with a MUS or MUSG prefix			3
					Subtotal: 18 sh

### UPPER-LEVEL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MUS 40412	Capstone Project in Music Industry I				2
MUS 40413	Capstone Project in Music Industry II				2
MUS 40311	Music Industry Internship II	Summer following Junior Year			3
	Music Elective	Any course with a MUS or MUSG prefix			1
					Subtotal: 8 sh

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## Music Industry Concentrations

Students will take all 15 sh of courses in one of the following concentrations.

### MUSIC BUSINESS CONCENTRATION

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MUS 40212	Music Publishing				3
MUS 40213	Touring and Concert Promotion				3
MUS 40314	Artist Services I				2
MUS 40414	Artist Services II				2
MUS 40415	Artist Services III				2
MUS 40315	Entrepreneurship in the Music Industry				3
					Subtotal: 15 sh

### MUSIC TECHNOLOGY CONCENTRATION

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MUS 40222	Computer Technology and Music II				3
MUS 40221	Audio Recording II				3
MUS 40321	Producing the Record				3
MUS 40323	Sound Reinforcement I				3
MUS 40322	Audio for Video				3
					Subtotal: 15 sh

## Free Electives for this Major/Degree (15 sh)

Students should choose Free Electives that satisfy any Rowan Core or Rowan Experience requirements that are not fulfilled by Major or Non-Program courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
					Subtotal: 15 sh

Total Program Credits Required for this Major / Degree: 120 SH

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## Suggested Music Electives

Course #	Course Name	Credits
MUS40335	Sound Reinforcement II	3
MUS 40331	Game Audio	3
MUS 40344	Hip Hop Culture: Music, Lifestyle, Fashion and Politics	3
MUS 40332	Recording Studio Design and Maintenance	3
MUS 40333	Sound Synthesis and Remixing	3
MUS 40431	Mixing and Mastering	3
MUS 40341	Music Industry Contracts and Copyrights	3
MUS 40342	Public Relations in Music Industry	3
MUS 40343	Songwriting	3
MUSG 06102	General Music History	3
MUS 04125	Music Composition I	3
MUS 04126	Music Composition II	3
MUSG 06115	Growth & Development of Jazz	3
MUSG 06220	The Singing Music of African-Americans	3
MUSG 06447	Music in World Cultures: Asia & Oceania	3
MUSG 06448	Music in World Cultures: Africa, India, Near & Middle East	3
MUSG 06220	The Music of African Americans	3
MUS 04104	Music Theory II	4
MUS 04118	Music Fundamentals	3
MUS 01129	Chamber Music I	1
MUS 01130	Chamber Music II	1
MUS 01131	Chamber Music III	1
MUS 01132	Chamber Music IV	1
MUSG 06214	Hist/Lit Western Music Repertoire I	3
MUSG 06215	Hist/Lit Western Music Repertoire II	3
MUS 08156 – MUS 08163	Contemporary Music Ensemble	1
MUS 04140	Wind Ensemble	1
MUS 04141	String Ensemble	1
MUS 04142	College Band	1
MUS 04143	Jazz Band	1
MUS 04144	Orchestra	1
MUS 04145	Lab Band	1
MUS 04146	Concert Choir	1
MUS 04044	Choral Union	1

**Suggested Course Sequence**  
**Bachelor of Science in Music Industry**  
**Music Business Concentration (Rowan Core Sequence Starting Fall 2018)**

FALL SEMESTER 1		SPRING SEMESTER 1	
COMP01.111 College Composition I	3	COMP01.111 College Composition II	3
MUS40.111 Business of Music I	3	MUS40.113 Business of Music II	3
MUS40.121 Audio Recording I	3	MUS40.122 Computer Technology And Music I	3
MUS04.110 Sight Singing and Ear Training	2	MUS04.132 Music Theory 1 Aural	2
MUS04.118 Music Fundamentals	3	MUS04.130 Music Theory 1 Written	2
		Non-Program Course	3
	<b>14</b>		<b>16</b>
FALL SEMESTER 2		SPRING SEMESTER 2	
MUS40.212 Music Publishing	3	MUS40.213 Touring and Concert Promotion	3
MUS40.201 History of Popular Music (ARTL) Artistic Literacy	3	MUS40.202 Introduction to Music Performance	3
MUS97.102 Piano I For Non-Music Majors or MUS97.229 Guitar Class I	3	MUS40.223 Survey of Record Production	1
CMS04.205 Public Speaking	3	Non-Program Course	3
ACC03.405 Foundations of Accounting	3	MKT09.200 Principles of Marketing	3
		Free Elective	3
	<b>15</b>		<b>16</b>
SUMMER FOLLOWING SOPHOMORE YEAR			
MUS40.211 Music Industry Internship I (Students have the option to go on internship during the summer but register for the course in the fall to receive the credits. The internship can also be completed during	3		
	<b>3</b>		
FALL SEMESTER 3		SPRING SEMESTER 3	
Non-Program Course	3	MUS40.314 Artist Services I	2
MGT98.242 Legal Environment of Business	3	ENT06.240 Entrepreneurship & Innovation	3
Free Elective	3	Non-Program Course: JRN02210 Journalistic Writing for Non-Majors	3
Music Elective	3	Music Elective	1
Non-Program Course	3	Non-Program Course	3
	<b>15</b>		<b>12</b>
SUMMER FOLLOWING JUNIOR YEAR			
MUS40.311 Music Industry Internship II (Students have the option to go on internship during the summer but register for the course in the fall to receive the credits. The internship can also be completed during	3		
	<b>3</b>		
FALL SEMESTER 4		SPRING SEMESTER 4	
MUS40.412 Capstone Project in Music Industry I	2	MUS40.413 Capstone Project in Music Industry II	2
MUS40.414 Artist Services II	2	MUS40.415 Artist Services III	2
MUS40.315 Entrepreneurship in the Music Industry	3	Music Elective	3
Free Elective	3	Free Elective	3
Music Elective	3	Free Elective	3
	<b>13</b>		<b>13</b>

**Total Credits: 120**

Using Free Electives and Non-Program Courses students must satisfy all following Core Literacies and Rowan Experience Requirements.

**Rowan Core Literacies**

- (GLBL) Global Literacy
- (HUML) Humanistic Literacy
- (QNTL) Quantitative Literacy
- (SCIL) Scientific Literacy

**Rowan Experience Requirements**

- (LIT) Broad-Based Literature Attribute
- (WI) Writing Intensive Attribute
- (RS) Rowan Seminar Attribute

**Suggested Course Sequence**  
**Bachelor of Science in Music Industry**  
**Music Technology Concentration (Rowan Core Sequence Starting Fall 2018)**

FALL SEMESTER 1		SPRING SEMESTER 1	
COMP01.111 College Composition I	3	COMP01.111 College Composition II	3
MUS40.111 Business of Music I	3	MUS40.113 Business of Music II	3
MUS40.121 Audio Recording I	3	MUS40.122 Computer Technology And Music I	3
MUS04.110 Sight Singing and Ear Training	2	MUS04.132 Music Theory 1 Aural	2
MUS04.118 Music Fundamentals	3	MUS04.130 Music Theory 1 Written	2
		Non-Program Course	3
	<b>14</b>		<b>16</b>
FALL SEMESTER 2		SPRING SEMESTER 2	
MUS40.221 Audio Recording II	3	MUS40.222 Computer Technology And Music II	3
MUS40.201 History of Popular Music (ARTL) Artistic Literacy	3	MUS40.202 Introduction to Music Performance	3
MUS97.102 Piano I For Non-Music Majors or MUS97.229 Guitar Class I	3	MUS40.223 Survey of Record Production	1
CMS04.205 Public Speaking	3	MKT09.200 Principles of Marketing	3
ACC03.405 Foundations of Accounting	3	Free Elective	3
	<b>15</b>		<b>13</b>
SUMMER FOLLOWING SOPHOMORE YEAR			
MUS40.211 Music Industry Internship I (Students have the option to go on internship during the summer but register for the course in the fall to receive the credits. The internship can also be completed during the school year.)	3		
	<b>3</b>		
FALL SEMESTER 3		SPRING SEMESTER 3	
MUS40.323 Sound Reinforcement I	3	MUS40.321 Producing the Record	3
MGT98.242 Legal Environment of Business	3	ENT06.240 Entrepreneurship & Innovation	3
Free Elective	3	Non-Program Course: JRN02210 Journalistic Writing for Non-Majors	3
Music Elective	3	Music Elective	1
Non-Program Course	3	Non-Program Course	3
	<b>15</b>		<b>13</b>
SUMMER FOLLOWING JUNIOR YEAR			
MUS40.311 Music Industry Internship II (Students have the option to go on internship during the summer but register for the course in the fall to receive the credits. The internship can also be completed during the school year.)	3		
	<b>3</b>		
FALL SEMESTER 4		SPRING SEMESTER 4	
MUS40.412 Capstone Project in Music Industry I	2	MUS40.413 Capstone Project in Music Industry II	2
MUS40.322 Audio for Video	3	Non-Program Course	3
Free Elective	3	Music Elective	3
Music Elective	3	Free Elective	3
Non-Program Course	3	Free Elective	3
	<b>14</b>		<b>14</b>

**Total Credits: 120**

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**Rowan Core Literacies**

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