


UC 11342 11F

Approved by CLASS
Undergraduate Studies Committee



Dr. Sarah Fishman

9/19/11
Date

TO: Undergraduate Council
FROM: Lynn Lamkin
DATE: September 1, 2011
RE: Alteration of degree requirements in BM with Elective Studies in Music Marketing

APPROVED DEC 07 2011

RECEIVED SEP 21 2011

Proposal

- 1) Reduce the number of hours in the Marketing Minor from 18 to 15.
- 2) Add three hours of music history, music theory, or other approved advanced music electives to the degree plan.

Justification

Currently the BM with Elective Studies in Music Marketing degree plan designates 18 hours in the marketing minor when, in fact, the Bauer College of Business's marketing minor includes only 15 hours. However, reducing the number of degree-specified minor hours to 15 reduces the total degree hours to 117, three hours below the state-mandated minimum of 120. By adding three hours of advanced music electives to the degree requirements, the total semester credit hours will be restored to the state-mandated minimum.

Advanced electives normally consist of courses in music history and music theory, but other approved electives would include, for example, a music business course or a pedagogy course.

Current Catalogue Listing

(3)

**Elective Studies in Music Marketing
Music Marketing Requirements**

Hours

Additional Applied Music at the Senior level	2
Additional appropriate Large Ensemble	1
Approved Advanced Music Electives	6
Marketing Minor (includes 15 advanced hrs.)	18
Total	27

Total hours 122

(including remaining 36 Core hours)

Proposed Revised Catalogue Listing

(3)

Elective Studies in Music Marketing
Music Marketing Requirements

Hours

Additional Applied Music at the Senior level

2

Additional appropriate Large Ensemble

1

Approved Advanced Music Electives

9

Marketing Minor (15 advanced hrs.)

15

Total

27

Total hours

120

(including remaining 36 Core hours)

