

TO: Fort Wayne Senate

FROM: Swathi Baddam,  
Chair, Curriculum Review Subcommittee

DATE: February 22, 2018

SUBJECT: Proposals for  
B.S in Music with a Major in Popular Music  
B.S. in Music with a Major in Music Industry  
B.S. in Music with a Concentration in Outside Field

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The Curriculum Review Subcommittee voted on \_\_Feb 14, 2018\_\_\_\_ to review the attached proposal for \_Department of Music\_.

The committee approved the above proposals unanimously and therefore find that it requires no Senate review.

<b>Approved</b>	<b>Opposed</b>	<b>Abstention</b>	<b>Absent</b>
S. Baddam			
C. Duncan			
V. Maloney			
A. Montenegro			
S. Skekloff			
J. Smith			
K. White			
M. Yamada			
J. Yoo			

## Request for a New Major or Concentration

- I. Name of proposed major, or concentration: **Major in Popular Music with Concentrations in: 1) Recording/Production and 2) Songwriting/Performance**
- II. Title of degree to be conferred: **Bachelor of Science in Music with a Major in Popular Music**
- III. Field of study, department, and college involved: **Popular Music, Department of Music, College of Visual and Performing Arts**
- IV. Objectives of the proposed major or concentration:

**This new major will offer a music major program emphasizing musical study in popular music fundamentals with concentrations in Recording/Production and Songwriting/Performance. This new area of study is part of the creation of the PFW School of Music to meet the demands of future students in the region. It will also maximize a strong new partnership with Sweetwater, a large popular music industry in Fort Wayne. This new major will feature classes and lab experiences in the new proposed Sweetwater facility and will also include instruction by some of their music professionals. Coursework will prepare students for a variety of careers in the creation, performance and production of popular music by fostering a rich understanding of the historical, theoretical and sociological influences of these styles. New approaches to music analysis, performance technique and ensemble collaboration will be central to added new courses that will complement the classical and jazz curriculum already in place in the department. Additionally, musically sensitive and musically aware students will learn effective ways to market themselves and others in the current entertainment market environment in order to sustain their career.**

- V. Proposed Date of Initiation: **Fall, 2018**
- VI. Describe the relationship of the proposed major or concentration to the mission of the campus or the department
  - **The ability to offer this major in Popular Music Studies aligns with the institutional goals of moving towards “national recognition” and also providing the opportunity to appreciate, study, and work with music in a diversity of music styles, genres, traditions, and points of view.**
  - **This major will function as a *signature program* in that it will be unique in the region and state, and would be a rare program throughout the country. With this program (along with the other proposed major and concentration) the PFW Department of Music will serve as an *intellectual, cultural, and economic hub* for popular music study within a rapidly growing music epicenter in Fort Wayne, IN.**
  - **The BS in Music with a major in Popular Music is a broad-based yet also professionally oriented curriculum designed to develop a student’s artistic discipline within the wide field of popular music. Central to this proposed major is intensive music study, which is then further realized through the creation, performance and production delivered via media technology. Collaboration with our current regional partners, especially Sweetwater, is**

an essential aspect of the new major. This closely aligns with the mission of the College of Visual and Performing Arts as it cultivates creativity and enhances artistic and scholarly collaborations.

- This new major also aligns with many of the goals outlined in the *Plan 2020: The 2014-2020 IPFW Strategic Plan* (see Appendix 1), in particular:
  - **Goal 1.B *Increase Student Engagement***  
An integral part of this major is aligned with individual student learning experiences with applied instructors and music professionals fostering internships, practica, and service-learning components.
  - **Goal 1.C *Increase Interdisciplinary Programs***  
The study of popular music is interdisciplinary by nature, as it expresses and influences other arts, technology, sociology and commerce.
  - **Goal 1.E *Develop Signature Programs***  
This major will be unique in the region and state, and one of a very few in the country. The proliferation of traditional and non-traditional media has created a high demand for excellent musical content, especially in the area of popular music. The creation and production of this content will be central to the major.
  - **Goal 2 *Promote the Creation, Integration, and Application of Knowledge***  
Music is by its nature a creative application of knowledge, and requires the integration of diverse skill sets. In popular music, a substantial amount of the end product, in both recording and live performance requires production using current technologies and practices as compared to classical music presentation. The application of knowledge in this major requires a unique skillset that will be developed in its coursework.

VII. Describe any relationship to existing programs within the campus

**This major will include several currently taught courses and also offer a new core of popular music training wholly different from classical music training. It will provide better focus and depth for students who wish to pursue the recording and production of popular styles or the music creation and performance of them. It will also develop focused practices required for popular music creation, production and performance in new courses that are not currently offered.**

VIII. Describe any cooperative endeavors explored and/or intended with other institutions or organizations

**The majority of music courses in this new major will be housed in a new facility on the campus of Sweetwater and be the centerpiece of new, more intense collaboration between Purdue Fort Wayne and this industry leader in commercial music.**

**Songwriters and performers will join recording and live sound production engineers in presenting popular music programs throughout the region in a variety of schools and for profit venues. These collaborations will offer lab training in the profession and will include internships as well.**

**Future collaborations with other entities are forthcoming once the program has the facility to host guests and offer partners in recording and producing music. Among these will be a jazz band recording initiative along with regional high school ensembles, their students and teachers.**

IX. Describe the need for the major or concentration

**The institution is currently turning away students who have popular musical skills and experience and want this type of major area of study. These potential students do not prefer to enter a program that focuses mainly on classical style as is the case in current degrees at IPFW and in the region. With the advent of technology, many prospective students already are songwriting using easily obtained software and are eager to progress their skills in creating popular music and also achieving professional levels of sound design using complex programs such as Pro Tools. Similar majors at other institutions in Nashville, Miami, New York and other cities have seen a large increase in enrollment once majors with similar focuses were offered.**

- **Recording and production professionals work in a variety of fields and for a variety of employers, including functioning as an entrepreneur/self-employed entity. The Indiana Department of Workforce Development predicts the following employment growth increases by the year 2024 with specific Occupational Title Codes directly and indirectly related to this degree program area:**
  - **Audio and Video Equipment Technicians (+16.1% to 1,026)**
  - **Entertainers and Performers (+7.7% to 11,282)**
  - **Media and Communications Workers (+1.9% to 11,722)**
  - **Musicians and Singers (+9.6% to 1,020)**
  - **Music Directors and Composers (+2.6% to 718)**
  - **Producers and Directors (+16.3% to 1,127)**
  - **Sound Engineering Technicians (+9.5% to 81)**
  - **Writers and Authors (+3.8% to 1,776)**
  
- **The U.S. Department of Labor's Bureau of Labor Statistics projects the following employment growth increases with specific Occupational Title Codes directly and indirectly related to this degree program field:**
  - **Art, Drama, and Music Teachers, Postsecondary (+12.0% to 137,200)**
  - **Audio and Video Equipment Technicians (+12.9% to 94,000)**
  - **Media and Communication Equipment Workers (+7.9% to 22,200)**
  - **Media and Communications Workers, All Other (+8.7% to 35,800)**

- **Music Directors and Composers (+6.1% to 79,400)**
- **Musicians and Singers (+6.6% to 183,800)**
- **Producers and Directors (+12.0% to 150,800)**
- **Public Relations Specialist (+9.0% to 283,000)**
- **Sound Engineering Technicians (+6.3% to 18,100)**
- **Web Developers (+13.1% to 184,200)**
- **Writers and Authors (+8.3% to 142,200)**

**Additionally, Sweetwater is expanding and currently busing prospective students from Nashville and around the country in an attempt to meet its demand for employees with a thorough understanding of popular music styles and the equipment and processes surrounding them. Many other regional institutions seek professionals with a skill set in live sound production including churches, schools, sports venues, hotel conference rooms and many other environments.**

- X. Describe the resources required over and above current levels to implement the proposed major or concentration\*

**The expansion of student enrollment will require a dedicated space for recording and producing popular music as is being developed on the Sweetwater campus. This new facility expands teaching and learning spaces beyond the current availability in the Rhinehart Music Center. Additionally, there will be a need to purchase instructional equipment for this new facility. \$2 million in funds for the use of the Sweetwater space and the purchase of equipment are already secured from the Indiana Legislature and also private fundraising. For the initial offering of the major, LTL instructors, many from Sweetwater, will meet the demand of new courses. As enrollment increases, CL positions, some full time, will be added to assist in both teaching and advising but also administration of the program.**

- XI. A Liaison Library Memo

- XII. Proposed curriculum

**PFW General Education Requirements (33 Total Credits)**

Required within Category B4: Scientific Ways of Knowing  
 PHYS 10500 Sound and Music (3 Credits)

Required within Category B6: Humanistic and Artistic Ways of Knowing  
 MUSC 10500 Traditions in World Music (3 Credits)  
 MUSC 10101 Music for the Listener (3 Credits)

Other PFW General Education Requirements (24 Credits)

**Popular Music Core (24 Total Credits)**

Required courses:

- MUSC 18101 Popular Music Theory, Analysis and Application I (3 Credits)
- MUSC 18102 Popular Music Theory, Analysis, and Application II (3 Credits)
- MUSC 28201 Popular Music Theory, Analysis, and Application III (3 Credits)
- MUSC 28202 Popular Music Theory, Analysis and Application IV (3 Credits)
- MUSC 20700 Electronic Music I (3 Credits) \*fees attached to this course

must have BOT approval

MUSC 20800 Electronic Music II (3 Credits) \* fees attached to this course must have BOT

approval

MUSC 18203 Survey of the Music Industry and Copyright (3 Credits)

MUSC 48401 Music Marketing, Promotion, and Entrepreneurship (3 Credits)

**Perspectives in Music (9 Total Credits)**

Electives - choose from:

- MUSC 20100 Music Literature I (2 Credits)
- MUSC 20103 History of Rock & Roll Music (3 Credits)
- MUSC 20200 Music Literature II (2 Credits)
- MUSC 28211 Perspectives in Music: (Variable Title) (3 Credits)
- MUSC 39300 History of Jazz (3 Credits)

**Popular Music Performance Studies (28 Total Credits)**

Applied Primary\* (12 Credits)

Applied Secondary (2 Credits). Choose from:

- MUSC 10000 Guitar (2 Credits)
- MUSC 21100 Keyboard (2 Credits)
- MUSC 20102 Voice Class (2 Credits)

Ensemble (14 Credits)

Performance Class (8 semesters):

- MUSC 09500 Performance Class (0 Credits)

**Media Production (6 Total Credits)**

Required courses:

- AD 20301 Web Design I: Intro to Web Design (3 Credits)
- AD 20801 Video and Intermedia (3 Credits)

**Concentration - Recording and Production (17 Total Credits)**

Required courses:

MUSC 10300 Music Recording and Production I (3 Credits) ) \*fees attached to this course must have BOT approval

MUSC 20300 Music Recording and Production II (3 Credits) \*fees attached to this course must have BOT approval

MUSC 20500 Music Recording and Production III (3 Credits) \*fees attached to this course must have BOT approval

Electives - choose from:

MUSC 30400 Live Sound Reinforcement (3 Credits) ) \*fees attached to this course must have BOT approval

MUSC 31200 Arranging for Instrumental and Vocal Groups (2 Credits)

MUSC 38311 Music and Audio for Video (3 Credits)

MUSC 38312 Mixing and Mastering (3 Credits) ) \*fees attached to this course must have BOT approval

MUSC 28361 Music Publishing (3 Credits)

MUSC 28362 Legal Aspects of the Music Industry (3 Credits)

MUSC 38363 Concert and Event Production (3 Credits)

MUSC 38364 Music Products Merchandising (3 Credits)

MUSC 38365 Artist Management (3 Credits)

MUSC 30500 Practicum (1 – 4 Credits)

MUSC 30600 Special Topics: (Variable Topics) (1 – 4 Credits)

MUSC 48403 Independent Study (1 – 4 Credits) ) \*fees attached to this course must have BOT approval

MUSC 40400 Internship (1 – 4 Credits)

--- or ---

**Concentration – Songwriting/Performance (17 Total Credits)**

Required courses:

MUSC 28351 Songwriting I (3 Credits)  
MUSC 28352 Songwriting II (3 Credits)  
MUSC 31200 Arranging for Instrumental and Vocal Groups (2 Credits)

Electives - choose from:

MUSC 10300 Music Recording and Production I (3 Credits)  
MUSC 20300 Music Recording and Production II (3 Credits)  
MUSC 20500 Music Recording and Production III (3 Credits)  
MUSC 38311 Music and Audio for Video (3 Credits)  
MUSC 38312 Mixing and Mastering (3 Credits)  
MUSC 28361 Music Publishing (3 Credits)  
MUSC 28362 Legal Aspects of the Music Industry (3 Credits)  
MUSC 38363 Concert and Event Production (3 Credits)  
MUSC 38364 Music Products Merchandising (3 Credits)  
MUSC 30500 Practicum (1 – 4 Credits) \* fees attached to this course must have approval from

BOT

MUSC 30600 Special Topics: (Variable Topics) (1 – 4 Credits)  
MUSC 48403 Independent Study (1 – 4 Credits)  
MUSC 40400 Internship (1 – 4 Credits) \* if course fees have not yet been approved for music,

you must start the process for BOT approval

### Senior Seminar

Required course:

MUSC 48499 Senior Seminar (3 Credits) ) \*fees attached to this course must have BOT approval

### 120 Total Credit Hours

**\*Primary Applied can be from these possible instrument numbers:**

**MUSC 10000, 10001, 10002, 10003, 10004, 11000, 11001, 11002, 11003, 12000, 12001, 12002, 13000, 13001, 13002, 14001, 14002, 14003, 15000, 15001, 20000, 20001, 20002, 20003, 20004, 20005, 21000, 21001, 21002, 22000, 22001, 22002, 23000, 23001, 23002, 24000, 24001, 24002, 25000, 25001, 30001, 30002, 30003, 30004, 30005, 30006, 30007, 31000, 31001, 31002, 32000, 32001, 32002, 33000, 33001, 33002, 34000, 34002, 34003, 35000, 35001, 40000, 40001, 40003, 40004, 41000, 41002, 41004, 42000, 42002, 42003, 43000, 43001, 43002, 44000, 44001, 44002, 45000, 45001.**

## **Library Resource Questionnaire:**

**Which databases/indexing sources will be used by the courses in this program?**

Lexis Nexis

Music Index

Music Online

**What are the journals that will be used by students completing library research in this program? Please list three to five titles. Is there an expectation that access to new journals will need to be purchased for students in this program?**

Journal of the Audio Engineering Society

Journal of Popular Music Studies

The Pacific Journal of Research into Contemporary Music and Popular Culture

Music Educator's Journal

**Are there any specific reference sources (e.g. encyclopedias, handbooks, standards, etc.) required to support the new program?**

No.

**Is there an expectation for additional books to be purchased? What about DVD or audio/visual materials? What is the estimated dollar amount needed yearly to support this program with new books and media materials?**

It would be quite helpful if we offered a "group subscription service" (available to declared majors) for the following:

SheetMusicPlus (print music archive)

AppleMusic / Spotify (streaming facility)

iTunes (music downloads archive)

**Will the new program use the Library's Document Delivery Services? Costs for this service come out of the Library's budget. What types of materials would the program be requesting through DDS?**

No.

**Who is the liaison librarian for this program? The liaison librarian provides support through involvement in Blackboard-supported classes, one-on-one research consultations, in-class instructional sessions, and tailored course guides for research assignments. Which of these librarian services do you anticipate will be utilized in the new program?**

Denise Buhr ([buhrd@ipfw.edu](mailto:buhrd@ipfw.edu)) (260-481-5759)

**Is there an accrediting body that will be overseeing this program? What are the statements of the accrediting body related to the library, e.g. holdings, personnel, services?**

NASM – National Association of Schools of Music



## Liaison Librarian Memo

Date: January 30, 2018

From: Denise Buhr

To: Carol Sternberger

Re: Major in Popular Music with Concentrations in: 1) Recording/Production and 2) Songwriting/Performance

Describe availability of library resources to support proposed new program:

Helmke Library subscribes to a variety of databases for music research and has access to 350+ online journals, approximately 1800 online books, and a continuously updated print book collection. The library also has print as well as online sources for sheet music and music scores. The library regularly purchases CDs and maintains an LP collection. The library is currently reviewing and pricing various subscription music resources, including those mentioned in the proposal. A wide variety of resources are also available for other subject areas pertinent to this degree, such as engineering and business.

Comments:

In my opinion, additional resources will be needed to support this program. In the past, collection development has focused on classical music and its performance. More resources, including databases, text-based materials, and media, on topics such as popular music, popular music performance and songwriting, and related music technology are likely to be needed. The three "group subscription service[s]" mentioned, if acquired, will have on-going, yearly costs, which will likely increase on a regular basis. These are not included in the library's current budget and may not be obtainable without additional funding. The library will also need to consider how students will access library resources and obtain assistance if "the majority of music courses in this new major will be housed in a new facility on the campus of Sweetwater."

*Denise Buhr*

1/30/2018

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Liaison Librarian Signature

Date

Please email [academic\\_program@ipfw.edu](mailto:academic_program@ipfw.edu) with questions about this form.  
Send signed original to Carol Sterberger, Kettler Hall, Room 174

## Request for a New Major or Concentration

- I. Name of proposed major, or concentration: **Major in Music Industry**
- II. Title of degree to be conferred: **Bachelor of Science in Music with a Major in Music Industry**
- III. Field of study, department, and college involved: **Music Industry, School of Music, College of Visual and Performing Arts**
- IV. Objectives of the proposed major or concentration:

**Offer a major in music emphasizing the marketing and promotion of all facets of popular music. Emphasis areas include core studies to gain an historical understanding of popular music styles along with the technologies and practices involved as they are produced and sold. Business practices, copyright issues and many other elements of the popular music industry will be investigated. Students will gain professional level experience in the management of a university record label and also promotion and production of live music concerts in the region. This major will foster growth in enrollment as students have expressed a high level of interest in pursuing a major that combines popular music and business study.**

- V. Proposed Date of Initiation: **Fall, 2018**
- VI. Describe the relationship of the proposed major or concentration to the mission of the campus or the department
  - **The ability to offer this major aligns with the institutional goals of moving towards *national recognition* and also providing the opportunity to appreciate, study, and work with music in a *diversity of music styles, genres, traditions, and points of view*.**
  - **This major will function as a *signature program* in that it will be unique in the region and state, and would also represent an innovative program on the national level. With this major, the PFW School of Music will enrich its position as an *intellectual, cultural, and economic hub* within a rapidly growing music epicenter in Fort Wayne serving a surrounding population of 400,000.**
  - **The BS in Music with a major in Music Industry features curriculum designed to develop a student's awareness of an artistic discipline within the wide field of popular music production and marketing. The *root* of the proposed program is in the field of the business of popular music, which is then further realized through music production and delivered via media technology. Collaboration with our current regional partners is also an essential aspect of the design. This clearly builds on partnerships in the College of Visual and Performing Arts that already includes companies in residence and other nonprofit and for profit enterprises.**

- **The proposed B.S in Music with a Major in Music Industry aligns with many of the goals outlined in the “Plan 2020: The 2014-2020 IPFW Strategic Plan” (see Appendix 1), in particular:**
  - **Goal 1.B *Increase Student Engagement***  
An integral part of this major is aligned with individual student learning experience with instructors as well as fostering internships, practica, and service-learning components. The unique collaborations of student groups will also enrich engagement, as they will be responsible for a variety of productions and management situations.
  - **Goal 1.C *Increase Interdisciplinary Programs***  
The major in Music Industry will investigate issues using methods and practices from a variety of disciplines including musicology, sociology, marketing and manufacturing. The merging of these investigative strategies will develop a unique skill set in creative problem solving that will serve students in the ever-changing professional marketplace.
  - **Goal 1.E *Develop Signature Programs***  
This major would be unique in the nation, especially due to the partnership with Sweetwater, a world leader in the music industry. On site collaborations, internships and employment opportunities for students will characterize this very special learning environment. Other collaborations with the department of Art and Design at PFW, regional arts organizations, and community partners offer a rich tapestry of experiences for students in the major.
  - **Goal 2 *Promote the Creation, Integration, and Application of Knowledge***  
The creation of a university record label and the management of real world music enterprises will provide important opportunities for students to apply the knowledge and skillset offered by the major. Creativity will be at the center, as students will develop problem-solving skills that synthesize new approaches to meet the unique challenges posed by the intersection of the art of popular music with capitalism, law, and other factors.

VII. Describe any relationship to existing programs within the campus

**This major will include a study of the business of music industry that is wholly different from the focus on classical music training with the application of music technology in the current program. It will provide depth and breadth for students who wish to pursue a wide variety of career paths in music and related areas in the business and marketing world. This major will allow students without a strong background in musical performance to pursue a major that merges their commitment and love of music with practical understanding of the expansive world of the music industry. This major will also**

**explore the creation, marketing, promotion, protection, and distribution of popular music as well as its utilization of emerging advancements and business models.**

VIII. Describe any cooperative endeavors explored and/or intended with other institutions or organizations

**The major in Music Industry will be housed in a new facility on the campus of Sweetwater and be the centerpiece of new, more intense collaboration between Purdue Fort Wayne and this industry leader in commercial music.**

**Future collaborations with other entities are forthcoming once the program has the facility to host guests and offer opportunities in recording and producing music. Among these will be the creation of a university record label that will offer students real life exposure to the business side of popular music while additionally providing a venue for the university community and local artists to produce and market their artistic creations.**

IX. Describe the need for the major or concentration

**Our institution currently cannot meet the demand for degrees combining a deep passion for popular music with business careers. Many of these students do not have classical music training and cannot enter our current programs that require a successful classical audition. Additionally, some skilled classically trained performers do not want to pursue a degree that is heavily involved in furthering classical performance but instead prefer to investigate styles of music that have developed since the 1950's outside the realm of the classical concert stage. For many decades there has been a growing interest in majors that investigate recent social changes and how they are expressed in the arts. This major will investigate these relationships that have been central to the lives of what is now three generations of the population. This degree will also assist musically sensitive and musically aware students to learn effective ways to present themselves and their work in the current entertainment market environment to build and sustain their career.**

**Popular music represents a very large industry with billions of dollars in sales. Within the businesses in this industry, there is a consistent need for professionals who have unique insight into the products and artists being marketed and sold. This major will equip graduates with this insight and the real world experience so often sought for these positions. Sweetwater, one of the largest businesses in the region and a true leader in the music products industry is so interested in such employees that they are busying potential candidates from Tennessee (and beyond) to interview for their expanding enterprise. This is just one of many regional needs for students with the skill set this major will offer.**

- **Music Industry professionals also work in many fields and for a variety of employers, including functioning as an entrepreneur/self-employed entity. The Indiana Department of Workforce Development predicts the following employment growth increases by the year 2024 with specific Occupational Title Codes directly and indirectly related to this degree program area:**
  - **Audio and Video Equipment Technicians (+16.1% to 1,026)**

- **Entertainers and Performers (+7.7% to 11,282)**
  - **Media and Communications Workers (+1.9% to 11,722)**
  - **Musicians and Singers (+9.6% to 1,020)**
  - **Music Directors and Composers (+2.6% to 718)**
  - **Producers and Directors (+16.3% to 1,127)**
  - **Sound Engineering Technicians (+9.5% to 81)**
  - **Writers and Authors (+3.8% to 1,776)**
- **The U.S. Department of Labor’s Bureau of Labor Statistics projects the following employment growth increases with specific Occupational Title Codes directly and indirectly related to this major program field:**
- **Art, Drama, and Music Teachers, Postsecondary (+12.0% to 137,200)**
  - **Audio and Video Equipment Technicians (+12.9% to 94,000)**
  - **Media and Communication Equipment Workers (+7.9% to 22,200)**
  - **Media and Communications Workers, All Other (+8.7% to 35,800)**
  - **Music Directors and Composers (+6.1% to 79,400)**
  - **Musicians and Singers (+6.6% to 183,800)**
  - **Producers and Directors (+12.0% to 150,800)**
  - **Public Relations Specialist (+9.0% to 283,000)**
  - **Sound Engineering Technicians (+6.3% to 18,100)**
  - **Web Developers (+13.1% to 184,200)**
  - **Writers and Authors (+8.3% to 142,200)**

**Additionally, many institutions seek professionals with a skill set in music promotion and marketing including artists, manufacturers, and sales. An understanding of the legal parameters of popular music is much needed by a variety of constituencies as well.**

- X. Describe the resources required over and above current levels to implement the proposed major or concentration\*

**The expansion of student enrollment will require expanded teaching and learning spaces beyond the current availability in the Rhinehart Music Center. The new facility on the Sweetwater campus will meet these needed spaces. Additionally, there will be a need to purchase instructional equipment for this new facility. Funds for the use of the Sweetwater space and the purchase of equipment are already secured from the Indiana Legislature and also private fundraising in the amount of \$2 million.**

**Many of the business courses are currently offered in the Doermer School of Business and these faculty members will be augmented with LTL instructors from Sweetwater and other sources in the music industry. As the enrollment grows, CL positions will need to be added to assist in recruitment, advising and administration of the program.**

- XI. A Liaison Library Memo

- XII. Proposed curriculum

Required within Category B4: Scientific Ways of Knowing  
PHYS 10500 Sound and Music (3 Credits)

Required within Category B6: Humanistic and Artistic Ways of Knowing  
MUSC 10500 Traditions in World Music (3 Credits)  
MUSC 10101 Music for the Listener (3 Credits)

Other PFW General Education Requirements (24 Credits)

### **Business Studies (18 Total Credits)**

Required courses:

BUS 20100 Principles of Financial Accounting (3 Credits)  
BUS 20101 The Computer in Business (3 Credits)  
ECON 20101 Introduction to Microeconomics (3 Credits)  
BUS 30200 Management of Organizations and People (3 Credits)

Required elective - choose from:

BUS 20102 Marketing for the Small Business (3 Credits)  
BUS 30101 Intro to Marketing Management (3 Credits)

Elective - choose from:

(Business Elective) (3 Credits)

### **Music Electives (24 Total Credits)**

Choose from:

(MUSC Electives)

### **Music Performance**

Performance Class (8 semesters)

MUSC 09500 Performance Class (0 Credits)

### **Music Industry (27 Total Credits)**

Required courses:

**MUSC 18203 Survey of the Music Industry and Copyright (3 Credits)**  
**MUSC 28361 Music Publishing (3 Credits)**  
**MUSC 28362 Legal Aspects of the Music Industry (3 Credits)**  
MUSC 48401 Music Marketing, Promotion, and Entrepreneurship (3 Credits)

Electives - choose from:

MUSC 20700 Electronic Music I (3 Credits)  
MUSC 20800 Electronic Music II (3 Credits)  
MUSC 38363 Concert and Event Production (3 Credits)  
MUSC 38364 Music Products Merchandising (3 Credits)  
MUSC 38365 Artist Management (3 Credits)  
MUSC 30500 Practicum (1 – 4 Credits)  
MUSC 30600 Special Topics: (Variable Topics) (1 – 4 Credits)  
MUSC 48403 Independent Study (1 – 4 Credits)  
MUSC 40400 Internship (1 – 4 Credits)

### **Perspectives in Music (9 Total Credits)**

Electives - choose from:

MUSC 20100 Music Literature I (2 Credits)  
MUSC 20103 History of Rock & Roll Music (3 Credits)  
MUSC 20200 Music Literature II (2 Credits)  
MUSC 28211 Perspectives in Music: (Variable Title) (3 Credits)  
MUSC 39300 History of Jazz (3 Credits)

### **Media Production (6 Total Credits)**

Required courses:

AD 20301 Web Design I: Intro to Web Design (3 Credits)  
AD 20801 Video and Intermedia (3 Credits)

**Senior Seminar**

Required course:

MUSC 48499 Senior Seminar (3 Credits)

**120 Total Credit Hours**

## **Library Resource Questionnaire:**

**Which databases/indexing sources will be used by the courses in this program?**

Lexis Nexis

Music Index

Music Online

**What are the journals that will be used by students completing library research in this program? Please list three to five titles. Is there an expectation that access to new journals will need to be purchased for students in this program?**

Journal of the Audio Engineering Society

Journal of Popular Music Studies

The Pacific Journal of Research into Contemporary Music and Popular Culture

Music Educator's Journal

**Are there any specific reference sources (e.g. encyclopedias, handbooks, standards, etc.) required to support the new program?**

No.

**Is there an expectation for additional books to be purchased? What about DVD or audio/visual materials? What is the estimated dollar amount needed yearly to support this program with new books and media materials?**

It would be quite helpful if we offered a "group subscription service" (available to declared majors) for the following:

SheetMusicPlus (print music archive)

AppleMusic / Spotify (streaming facility)

iTunes (music downloads archive)

**Will the new program use the Library's Document Delivery Services? Costs for this service come out of the Library's budget. What types of materials would the program be requesting through DDS?**

No.

**Who is the liaison librarian for this program? The liaison librarian provides support through involvement in Blackboard-supported classes, one-on-one research consultations, in-class instructional sessions, and tailored course guides for research assignments. Which of these librarian services do you anticipate will be utilized in the new program?**

Denise Buhr ([buhrd@ipfw.edu](mailto:buhrd@ipfw.edu)) (260-481-5759)

**Is there an accrediting body that will be overseeing this program? What are the statements of the accrediting body related to the library, e.g. holdings, personnel, services?**

NASM – National Association of Schools of Music



## Liaison Librarian Memo

Date: January 30, 2018

From: Denise Buhr

To: Carol Sternberger

Re: Major in Music Industry

Describe availability of library resources to support proposed new program:

Helmke Library subscribes to a variety of databases for music research and has access to 350+ online journals, approximately 1800 online books, and a continuously updated print book collection. The library also has print as well as online sources for sheet music and music scores. The library regularly purchases CDs and maintains an LP collection. The library is currently reviewing and pricing various subscription music resources, including those mentioned in the proposal. A wide variety of resources are also available for other subject areas pertinent to this degree, such as engineering and business.

Comments:

In my opinion, additional resources will be needed to support this program. In the past, collection development has focused on classical music and performance. More resources including databases, text-based materials, and media, on topics such as popular music, developments in music since the 1950s, and music technology are likely to be needed. The three "group subscription service[s]" mentioned, if acquired, will have on-going, yearly costs, which will likely increase on a regular basis. These are not included in the library's current budget and may not be obtainable without additional funding. The library will also need to consider how students will access library resources and obtain assistance if most of the courses for this degree are at the Sweetwater location.

*Denise Buhr*

*1/30/2018*

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Liaison Librarian Signature

Date

Please email [academic\\_program@ipfw.edu](mailto:academic_program@ipfw.edu) with questions about this form.  
Send signed original to Carol Sterberger, Kettler Hall, Room 174

## **Request for a New Major or Concentration**

- I. Name of proposed major, or concentration: **Music with a Concentration in an Outside Field**
- II. Title of degree to be conferred: **Bachelor of Science in Music with a Concentration in an Outside Field**
- III. Field of study, department, and college involved: **Music and related fields, Department of Music, College of Visual and Performing Arts**
- IV. Objectives of the proposed major or concentration:

**The major offers a large core of classically oriented music instruction including music theory, aural skills, class piano, music history and literature along with applied performance training and ensemble participation. Outside fields are flexible and allow students the ability to devote 26-29 credit hours in another field of study that is designed by the Department of Music in collaboration with the home discipline of the outside field. Current active outside fields in the previous degree program include theatre, history and music technology. Outside field may include but not be limited to business, history, theater, or music technology. Students will meet with advisors when selecting the outside field.**

- V. Proposed Date of Initiation: **Fall, 2018**
- VI. Describe the relationship of the proposed major or concentration to the mission of the campus or the department
  - **This concentration aligns with the institutional goals of moving towards *national recognition* and also providing the opportunity to appreciate, study, and work with music in *a diversity of music styles, genres, traditions, and points of view*. By offering the combination of music study with other fields, the major allows for unique interdisciplinary investigation and collaboration.**
  - **The BS in Music with a Concentration in an Outside Field is a broad-based yet also professionally oriented curriculum designed to develop a student's musical abilities along with a concentrated study in another discipline. In this way, the major prepares students for the myriad of new professions surrounding the arts in the future. The core of the proposed program is intensive classical music study that develops disciplined dedication, a base of musical ability and emphasizes creativity. Collaboration with our regional partners and our companies in residence is one area where this concentration can also help develop unique skill sets and students develop interdisciplinary projects. For these reasons, the major aligns well with the mission of the College of Visual and Performing Arts.**
  - **BS in Music with a Concentration in an Outside Field also aligns with many of the goals outlined in the "Plan 2020: The 2014-2020 IPFW Strategic Plan" (see Appendix 1), in particular:**

- **Goal 1.B *Increase Student Engagement***  
An integral part of this concentration is aligned with individual student learning experiences with applied instructors, in ensembles and in a variety of musical collaborations. The outside field further invites unique engagement that combines music teaching and performance with activities in other disciplines.
- **Goal 1.C *Increase Interdisciplinary Programs***  
This concentration is, in its design, very interdisciplinary, as it requires students to create a focused area of study to combine with music. The resulting experiences are rich, interdisciplinary discussions and projects that investigate using the lens of the musician along with the lens of the historian, businessperson, theatre professional and many other possibilities.
- **Goal 1.E *Develop Signature Programs***  
This concentration is unique in its flexibility to offer a wide range of combinations between music and other disciplines. Having this field of study, larger than a minor, but still possible within the 120 credit hour degree model, allows students to craft, with the guidance of several professors, unique signature degrees to meet the unique challenges of the future.
- **Goal 2 *Promote the Creation, Integration, and Application of Knowledge***  
Musical study is by its creative nature, an application of musical knowledge, and requires integration of diverse skill sets. This concentration fosters the synthesis of knowledge through solo and ensemble performance, in writing, and a host of collaborations using communication through written, verbal and musical performance.

VII. Describe any relationship to existing programs within the campus

**Currently, approximately 35 students are taking the curriculum for the degree, BS in Music and An Outside Field, which is being phased out and the BS in Music was approved to replace it. The previous degree is approved by the National Association of Schools of Music and is a valued area of study within the Department of Music.**

VIII. Describe any cooperative endeavors explored and/or intended with other institutions or organizations

**Students in this concentration are involved in endeavors with other majors in the music department, other departments on campus, and in the community. Many students have engaged in internships and study abroad opportunities to enrich their learning and cooperation. Faculty members who teach in this concentration also showcase rich collaborations in musical concerts, recordings, written and spoken presentations and publications.**

IX. Describe the need for the major or concentration

**The need for this concentration can be seen in the current enrollment that has remained healthy since its creation. In order to serve the region, the institution must offer students flexible degrees that foster interdisciplinary investigation with a strong focus on communication skills. This concentration fills that need and can be seen in its graduates that continue on to graduate school or into professions that seek creative problem solvers who are disciplined and team oriented. These are the skills that most employers seek and therefore, it is vital to offer majors that allow students the breadth to truly develop them in a meaningful way.**

- X. Describe the resources required over and above current levels to implement the proposed major or concentration\*

**This major is already operating with current staffing and space adequate for success. There is no need seen for further investment except to meet enrollment growth.**

XI. A Liaison Library Memo

XII. Proposed curriculum

**PFW General Education Requirements (33 Total Credits)**

Required within Category B4: Scientific Ways of Knowing  
PHYS 10500 Sound and Music (3 Credits)

Required within Category B6: Humanistic and Artistic Ways of Knowing  
MUSC 10500 Traditions in World Music (3 Credits)

Other PFW General Education Requirements (27 Credits)

**Music Core (33 Total Credits)**

Required courses:

MUSC 10901 Computer Skills for Musicians (2 Credits)  
MUSC 11300 Music Theory I (3 Credits)  
MUSC 11400 Music Theory II (3 Credits)  
MUSC 11500 Sightsinging and Aural Perception I (1 Credit)  
MUSC 11600 Sightsinging and Aural Perception II (1 Credit)  
MUSC 20100 Music Literature I (2 Credits)  
MUSC 20200 Music Literature II (2 Credits)  
MUSC 21300 Music Theory III (3 Credits)  
MUSC 21400 Music Theory IV (3 Credits)  
MUSC 21500 Sightsinging and Aural Perception III (1 Credit)  
MUSC 21601 Sightsinging and Aural Perception IV (1 Credit)  
MUSC 31500 Analysis of Musical Form (3 credits)  
MUSC 37000 Techniques for Conducting (2 Credits)  
MUSC 40300 History of Music I (3 Credits)  
MUSC 40401 History of Music II (3 Credits)

**Performance Studies (25 – 28 Total Credits)**

Performance Class (8 semesters)

MUSC 09500 Performance Class (0 Credits)

BS in Music with a Concentration in an Outside Field: Music Technology students who take MUSC 48404 Internship are only required to complete 7 semesters of MUSC 09500 Performance Class.

Applied Primary (includes recital): (14 – 16 Credits)

BS Outside Field: Music Technology students who take MUSC 40400 Internship must complete 7 semesters of applied study. All other BS Outside Field - Music Technology students must complete 8 semesters.

MUSC 29600 Applied Music Upper Divisional Jury Examination (0 Credits)  
MUSC 30101 Recital Concentration (0 Credits)

Applied Secondary: (4 Credits)

Non Keyboard Applied Primaries take:

MUSC 11100 Class Piano I (1 - 2 Credits)  
MUSC 12100 Class Piano II (1 - 2 Credits)  
MUSC 13100 Class Piano III (1 - 2 Credits)  
MUSC 14100 Class Piano IV (1 - 2 Credits)

Keyboard Applied Primaries take:

MUSC 21100 Keyboard Techniques (1 -2 Credits)

MUSC 29900 Piano Proficiency Examination (0 Credits)

Ensemble (7 – 8 Credits)

BS Outside Field: Music Technology students who enroll in MUSC 40400 Internship are only required to complete 7 semesters of major ensemble credit. All other students must complete 8 semesters of ensemble credit (See Music Department Ensemble Requirements)

### **Outside Field: Music Technology (29 Total Credits)**

Choose from:

MUSC 18203 Survey of the Music Industry and Copyright (3 Credits)  
MUSC 20700 Electronic Music I (3 Credits)  
MUSC 20800 Electronic Music II (3 Credits)  
MUSC 10300 Music Recording and Production I (3 Credits)  
MUSC 20300 Music Recording and Production II (3 Credits)  
MUSC 20500 Music Recording and Production III (3 Credits)  
MUSC 38311 Music and Audio for Video (3 Credits)  
MUSC 38312 Music Mixing and Mastering (3 Credits)  
MUSC 30400 Live Sound Reinforcement (3 Credits)  
MUSC 30500 Practicum (1 – 4 Credits)  
MUSC 30600 Special Topics: (Variable Topics) (1 – 4 Credits)  
MUSC 48403 Independent Study (1 – 4 Credits)  
MUSC 40400 Internship (1 – 4 Credits)

Required Course:

MUSC 40500 Final Project in Music Technology (1 – 4 Credits)

### **All Other Outside Field: Credits 26-29**

All other Outside Fields of study are required to complete a minimum of 26-29 credit hours to be determined by the advisor and the field home department.

### **120-3 Total Credit Hours**

## **Library Resource Questionnaire:**

**Which databases/indexing sources will be used by the courses in this program?**

Lexis Nexis

Music Index

Music Online

**What are the journals that will be used by students completing library research in this program? Please list three to five titles. Is there an expectation that access to new journals will need to be purchased for students in this program?**

Journal of the Audio Engineering Society

Journal of Popular Music Studies

The Pacific Journal of Research into Contemporary Music and Popular Culture

Music Educator's Journal

**Are there any specific reference sources (e.g. encyclopedias, handbooks, standards, etc.) required to support the new program?**

No.

**Is there an expectation for additional books to be purchased? What about DVD or audio/visual materials? What is the estimated dollar amount needed yearly to support this program with new books and media materials?**

It would be quite helpful if we offered a "group subscription service" (available to declared majors) for the following:

SheetMusicPlus (print music archive)

AppleMusic / Spotify (streaming facility)

iTunes (music downloads archive)

**Will the new program use the Library's Document Delivery Services? Costs for this service come out of the Library's budget. What types of materials would the program be requesting through DDS?**

No.

**Who is the liaison librarian for this program? The liaison librarian provides support through involvement in Blackboard-supported classes, one-on-one research consultations, in-class instructional sessions, and tailored course guides for research assignments. Which of these librarian services do you anticipate will be utilized in the new program?**

Denise Buhr ([buhrd@ipfw.edu](mailto:buhrd@ipfw.edu)) (260-481-5759)

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To: Carol Sternberger

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Comments:

It is my opinion that this degree can be supported with the resources currently available. The library continually adds to its holdings and will work with music faculty to ensure that the proper materials are selected. I do need to point out that the three "group subscription service[s]" mentioned, if acquired, will have on-going, yearly costs, which will likely increase on a regular basis. These are not included in the library's current budget and may not be obtainable without additional funding. I will have more information once we have heard from the vendors.

*Denise Buhr*

1/30/2018

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Liaison Librarian Signature

Date