Music Industry Minor Requirements
(SJU 2015-16 Catalog)

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The objective of the minor is to meet a growing demand on the part of current and potential students for a program of study in the music industry. The minor will allow A&S and HSB students to gain and expand both theoretical and practical knowledge and skills needed to work in the music industry. This minor will be especially attractive to music students who want to acquire the business and legal knowledge necessary for success in the music industry and it will be equally attractive to business students who need a greater understanding and appreciation of music to pursue careers in the music industry.

Required:  
MTF 151 Music Fundamentals*  
MTF 251 Music Theory I  
*If a student places out of MTF 151 with a score of 4 or 5 on the AP Music Theory Exam, he/she would enroll in MTF 251 Music Theory I and MTF 351 Music Theory II to meet this requirement.

Choose 1:  
MTF 157 Western Music History: The Middle Ages to 1750  
MTF 158 Western Music History: 1750 to the Present Day  
MTF 159 Contemporary Music  
MTF 257 American Music

Required:  
MKT 341 Music Marketing  
MKT 342 Entertainment Law

Choose 1:  
MKT 350 Event Marketing  
MTF 491 or MKT 490 Internship  
MTF 495 or MKT 493 Independent Study
**Course Descriptions**

**MTF 151 Understanding Music: Fundamentals and Design – 3 credits** – A study of elements of music including notation, rhythm, scales, intervals, melody, harmony, and form. To facilitate reading skills, class exercises in ear training are included. Previous musical training is unnecessary.

**MTF 157 Western Music History: The Middle Ages to 1750 – 3 credits** – History of Western music from Antiquity to the end of the Baroque Period, focusing on the relationship between historical, social, and cultural currents and the development of music. Students will acquire a framework for thinking critically about music and articulating their observations, and they will learn to recognize the musical characteristics of important styles, genres, and historical periods.

**MTF 158 Western Music History: 1750 to the Present Day – 3 credits** – History of Western Music from the second half of the eighteenth century to the present day, focusing on the relationship between historical, social, and cultural currents and the development of music. Students will acquire a framework for thinking critically about music and articulating their observations and learn to recognize the musical characteristics of important styles, genres, and historical periods. This course welcomes students who have not taken Music History: Antiquity to 1750.

**MTF 159 Contemporary Music – 3 credits** – An investigation of the chief developments in the concept and style of music which have occurred in the twentieth century.

**MTF 251 Music Theory I – 3 credits** This course introduces the student to the practice of tonal harmony. Students will learn the principles of chord construction and voice leading, examine the ways in which chords function in tonal music, and be able to compose effective progressions in four-part vocal style. Prerequisite: MTF 151 Music Theory I or permission of the instructor. Students must demonstrate to the instructor a familiarity with treble and bass clef notation and basic rhythmic notation.

**MTF 257 American Music – 3 credits** – This course examines music produced in the United States from the early Colonial period to the present day. Students will consider a variety of styles, including popular, folk, and art music. Each student in the course works on a substantial research paper over the course of the semester.

**MKT 341 Music Marketing – 3 credits** – Learn how traditional marketing principles are applied—and frequently rewritten—for the music industry; a course for individuals considering a career in music marketing or the music industry minor. Examine the various elements of music marketing: artists, record companies, managers and booking agents, touring, radio and television, music retailing and distribution, publicity, demographics, trends and technology. Prerequisite: MKT 201.

**MKT 342 Entertainment Law – 3 credits** – A discussion of the legal issues in the entertainment industry from the perspective of various stakeholders including artists, writers, agents, producers and distributors. Using a legal framework, students will examine a variety of entertainment scenarios including concerts, shows, radio and TV. The course will include guest lectures from entertainment industry experts. Prerequisite: MKT 201

**MKT 350 Event Marketing – 3 credits** – The use of event marketing as a strategy to reach consumers beyond traditional, cluttered advertising mediums. You will learn how to plan and execute events, and use events to effectively engage perspective consumers, build brand awareness, and market a company's products and services. Prerequisite: MKT 201

**MTF 491 Internship in Music, Theater, and Film – 3 credits** – Prior Chair approval required

**MKT 490 Internship in Marketing – 3 credits** – Prerequisites: MKT 201

**MTF 495 Senior Project – 3 credits** – Decided in consultation with the faulty mentor and Chair

**MKT 493 Independent Study – 1-6 credits**