

Program Planning Summary

For the

Bachelor of Arts in Commercial Music

To be offered by the

College of Arts and Sciences

Of the

University of South Carolina Upstate

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January, 2010

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Proposed Date of Implementation: Fall, 2010

New Program:

The University of South Carolina Upstate proposes a Bachelor of Arts in Commercial Music to be offered through the Department of Fine Arts & Communication Studies within the College of Arts & Sciences. The mission of the Bachelor of Arts in Commercial Music at USC Upstate is to provide an experiential learning environment that prepares the student for careers in performing, private instruction, music directing, career management, publishing, booking, or working with technology in contemporary and diverse professional music settings. In alliance with the USC Upstate mission to serve as a metropolitan university, the greatest concern of the proposed Bachelor of Arts in Commercial Music is to give students the skills to find employment and make artistic contributions to their community and the music industry.

The program is designed to prepare students for music careers through an integrated curriculum that combines uniquely designed coursework in practical music with a recommended minor in Business Administration. Learning to work with the important principles, theories and practices of music theory, pedagogy, technology, career management, and traditional business opens up a wide range of professional opportunities, thereby preparing students for lifelong careers in the music industry. Graduates will be able to work in a variety of settings including commercial performance venues, recording studios, teaching studios, music stores, music publishing companies, artist management programs, and schools.

Program Justification:

As a metropolitan institution, the mission of USC Upstate rests upon a foundation of partnerships with the education, corporate and service organizations of the Upstate. The USC Upstate faculty provides leadership in promoting the Upstate's economic, social and cultural development through its teaching, professional service, basic and applied scholarship/research, and the fine and performing arts. USC Upstate strives to prepare its students to participate as responsible citizens in a diverse, global, and knowledge-based society, to pursue excellence in their chosen careers and to continue learning throughout life.

According to the 2008-2009 edition of the Occupational Outlook Handbook published by the U.S. Bureau of Labor Statistics, there will be an 11% increase in employment opportunities for musicians, singers, and related workers through 2016. The report suggests the best way to gain employment in this area is to acquire a diverse skill set that prepares a musician for several simultaneous revenue sources. This specifically matches the design and philosophy of the proposed major.

According to a 2002 report on the economic impact of the arts in South Carolina, prepared by the USC Darla Moore School of Business, "On average in both 2000 and 2001, the arts in South Carolina directly and indirectly supported \$700 million in wages and salaries, 30,000 jobs, and \$1.9 billion in economic output." The report further argues that "as states grow increasingly competitive in

designing tax incentives for economic development, a strong cultural industry can provide a state with the competitive edge it needs to stand out from the crowd.” In order to maintain this “competitive edge,” musicians must be able to produce, analyze, create, and teach music using superior performance and management practices.

In Spartanburg County alone there are six music stores, four radio stations, five recording studios, seven wedding planners, five nightclubs, hundreds of churches, and one professional orchestra—all of which provide an ever-growing array of music careers in performance, education, recording, publishing, promotions, artist management, entertainment booking, and technology. When the geographical area is expanded to include Greenville, Anderson, Cherokee and Oconee Counties, the number of music-based career opportunities for graduates increases dramatically. These opportunities in the commercial music field demand knowledge of practical music theory, ear training, pedagogy, composition, arranging, improvisation, portfolio development, technology, history, and business. The curriculum of the Bachelor of Arts in Commercial Music at USC Upstate is structured to provide the student with a thorough understanding of all these skills.

Anticipated program demand and productivity:

A questionnaire investigating interest in commercial music classes and a major program was distributed to one hundred USC Upstate students enrolled in fine arts classes during Fall of 2005. Of 100 students surveyed, 60 would have considered commercial music as their major when initially matriculating at USC Upstate (21 answered “yes,” 39 answered “possibly”). When offered a list of possible commercial music courses with descriptions, 88 of the 100 students responded that they would be “likely” or “very likely” to enroll in one or more of the classes.

Additionally, USC Upstate admissions counselors report that during recruitment trips to North Carolina, South Carolina and Georgia, music-related majors are the second most requested programs of study not currently offered at USC Upstate.

Finally, as a sign that USC Upstate sees the potential for this type of program, a minor in Commercial Music has been offered since fall 2008 and it is expected that some of the approximately ten students enrolled in the minor would change to the proposed major in Commercial Music.

Program duplication:

A liberal arts approach to the curriculum development separates the USC Upstate proposal from other institutions by requiring involvement in both contemporary and traditional musical styles combined with a wide range of academic study. This philosophy provides the student with a well-rounded and unique program of study when compared to other state institutions:

1. USC Columbia offers two undergraduate degrees in music: Bachelor of Music and Bachelor of Arts in Music. Areas of emphasis include composition, jazz studies, education, theory, performance and piano pedagogy.
2. Lander University offers a Bachelor of Science in Music with an emphasis in business.
3. The College of Charleston offers a Bachelor of Music with concentrations in performance, theory/composition and history/literature.
4. Clemson University offers a Bachelor of Arts in Production Studies in Performing Arts with a concentration in music.
5. USC Aiken offers a Bachelors of Arts in Fine Arts with specializations in music, theatre and art.

6. Francis Marion University offers a new major in Music Industry that appears to offer a curriculum similar to this proposal but with a reduced emphasis on contemporary music styles. This institution is well out of the upstate region and does not share the same metropolitan mission as USC Upstate. Furthermore, CHE approved the Program Planning Summary for both institutions during the same time period; therefore the programs do not appear to be duplicative.

None of these other programs place as much emphasis on contemporary commercial music studies or offer similar programs within the upstate region of South Carolina. Consequently, the proposed program does not duplicate any existing programs in the state and would certainly fill a unique niche in the upstate region of South Carolina.

Relationship of the proposed program to existing programs at the proposing institution:

The Bachelor of Arts in Commercial Music will be administered by the Department of Fine Arts and Communication Studies within the College of Arts and Sciences at the University of South Carolina Upstate. The proposed Bachelor of Arts in Commercial Music will provide USC Upstate students enrolled in other degree programs, including business and communications majors, with opportunities to take courses of interest not available to them in the past.

Additionally, the USC Upstate School of Business Administration and Economics is accredited by the Association to Advance Collegiate Schools of Business. The curriculum of the proposed major would include a variety of courses taught by faculty in the School of Business Administration and Economics, including principles of marketing, financial accounting, and management of human resources. The Department of Fine Arts & Communication Studies has developed the curriculum in consultation with the School of Business Administration and Economics.

Relationship of the proposed program to other institutions via inter-institutional cooperation:

USC Upstate has a partnership with Converse College allowing students of either institution to take classes at the other. Additionally, Converse College graduate students serve as teaching assistants and interns for USC Upstate music courses and performing groups. The proposed major will increase the number of music courses available for Converse College undergraduate students enrolled at USC Upstate, as well as offer more opportunities for graduate students to serve as teaching assistants and interns.

Total new costs associated with implementing the proposed program:

There will be no new administrative costs for this program, as it will be administered under the current organizational structure of the Department of Fine Arts and Communication Studies within the College of Arts and Sciences.

There will be no immediate new facility costs for the Bachelor of Arts in Commercial Music, as it will be initiated using the current facilities in the Department of Fine Arts & Communication Studies. Current facilities, including a recital hall, performing arts center, and recently created teaching studios, are adequate for supporting the music courses.

Current faculties in the Department of Fine Arts and Communication Studies are sufficient. The addition of a tenure track music history/theory faculty position will be needed in the fourth year of the program at an estimated cost of \$58,500 including salary and benefits.