



## PROGRAM MODIFICATION PROPOSAL

### Background Information

**Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)**

The only proposed modification to the Concentration in Commercial Music and Jazz is the inclusion of the course Careers in Music to the Specialized Block – Commercial Music Core. This change will raise the credits in this block from 17 to 19.

The course description for Careers in Music (MCJ 310): A course open to all musicians who are considering a career in the music business. Course surveys many of the professional, performance, and educational options, as well as offers an overview of music publishing, copyright law, and the recording industry.

Currently this course is offered as a music elective. The CCU music department decided that the skill sets learned in this course were imperative for aiding the development of the 21-Century musician. Anyone who is considering a career in music must have knowledge in the areas music business, publishing, copyright law and the recording industry. When looking to Coastal Carolina University's mission statement, it states: "seeks to develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective." Adding this course as a requirement to the Commercial Music Concentration certainly speaks to the need of developing students who are knowledgeable in their chosen field.

**List the objectives of the modified program. (1500 characters)**

The Concentration in Commercial Music and Jazz is at its roots a performance degree, preparing students for the rigors of live performance of popular music in the 21<sup>st</sup> Century. By modifying the program to include the course Careers in Music, students will have a greater understanding of potential occupations outside of music performance but related to the music industry. This knowledge will be invaluable to our students, many of whom are not aware of variety of jobs available.

## PROGRAM MODIFICATION PROPOSAL

### Assessment of Need

**Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)**

The mission of Coastal Carolina University states, in part, that it is a public comprehensive liberal arts institution seeking:

“to develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective....Because Coastal Carolina embraces the teacher-scholar model, it places primary emphasis on high quality teaching and engaged learning, and it supports faculty research, creative activities, and expert collaboration in the community, state, nation and world. . . .”

As stated previously, this concentration within the B.A. in Music degree solely focuses on the performance of commercial music and jazz. By including the course Careers in Music in this program, students will learn about other potential career paths within the music industry. Our graduates may choose to begin music industry careers within the state and/or region.

Our commercial music faculty are excellent teachers, but are also music industry professionals. They are aware of current trends in the industry and can aid our students in choosing a career path that suits their skill sets. The inclusion of this course in the program will provide our faculty an outlet to serve this need.

**Will the proposed modification impact any existing programs and services at the institution?**

Yes

No

If yes, explain. (1000 characters)

**PROGRAM MODIFICATION PROPOSAL**

**List of Similar Programs in South Carolina**

<b>Program Name</b>	<b>Institution</b>	<b>Similarities</b>	<b>Differences</b>
Bachelor of Music, Jazz Studies Area	University of South Carolina	National Association of Schools of Music requirements for Accreditation	Commercial music performance not included
Bachelor of Music in Commercial Music	Anderson University	National Association of Schools of Music requirements for Accreditation	This degree strongly emphasizes music technology
Bachelor of Arts, Audio Technology	Clemson University	National Association of Schools of Music requirements for Accreditation	This is solely a music technology degree
Bachelor of Arts, Commercial Music	University of South Carolina - Upstate	National Association of Schools of Music requirements for Accreditation	This program is the closest to our program with emphasis on commercial and jazz performance
Bachelor of Arts in Music Industry	South Carolina State University	National Association of Schools of Music requirements for Accreditation	Less emphasis than CCU on performance

**PROGRAM MODIFICATION PROPOSAL**

**Description of the Program**

Projected New Enrollment						
Year	Fall		Spring		Summer	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2017-2018	9	81	9	81	0	
2018-2019	12	108	12	108	0	
2019-2020	15	135	15	135	0	
2020-2021	18	135	18	135	0	
2021-2022	20	180	20	180	0	

**Curriculum**

**Attach a curriculum sheet identifying the courses required for the program.**

The entire proposed program of changes in the Concentration in Commercial Music and Jazz of the B. A. in Music is shown below.

I. CORE CURRICULUM (39-44 Credits) .....39-44

II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)

Minimum grade of C is required.

UNIV 110 The First-Year Experience .....0-3

UNIV 110 is required for all new entering freshmen and for new transfer students with fewer than 12 transfer credit hours unless the transfer student has satisfactorily completed a college transition course.

III. MUSIC FOUNDATION COURSES (32 Credits)

Ensemble (4 different semesters, 1 credit per semester) .....4

MUS 100 Recital Class (7 semesters required) .....0

MUS 119 Introduction to Music Technology .....2

MUS 115 Concepts and Elements of Music Theory.....3

MUS 116 Principles of Harmony and Voice Leading..... 3

MUS 215 Chromatic Harmony and Modulation.....3

MUS 216 Musical Structures.....3

MUS 117 Ear Training and Sight Singing I .....1

MUS 118 Ear Training and Sight Singing II .....1

MUS 217 Ear Training and Sight Singing III ..... 1

MUS 218 Ear Training and Sight Singing IV.....1

MUS 172 Class Piano I..... 1

MUS 173 Class Piano II..... 1

MUS 272 Class Piano III..... 1

MUS 273 Class Piano IV..... 1

MUS 253 History of Western Music I .....3

MUS 254 History of Western Music II.....3

**PROGRAM MODIFICATION PROPOSAL**

**IV. PERFORMANCE REQUIREMENTS (23 Credits)**

**Applied Music** (8 semesters, 2 credits per semester).....16  
 MUS 300 Junior  
 Recital.....0  
 MUS 400 Senior Recital .....0  
**Ensemble**  
 Four additional semesters of ensemble participation are required, for a total  
 of eight semesters. All ensembles are one (1) credit course.....4  
**Health and Wellness for Musicians Requirement**.....3  
 Choose 3 credits from the following courses:  
 MUS 107 Alexander Technique (1)  
 MUS 108 Vocal Health (1)  
 PALS 103 Tai Chi (1)  
 PALS 105 Yoga (1)  
 PALS 107 Pilates (1)  
 PALS 112 Personal Fitness Assessment (1)  
 PALS 117 Beginning Strength Training and Conditioning (1)

**V. SPECIALIZED BLOCK (19 Credits)**

**Commercial Music Core**  
 MCJ 310 Careers in Music..... 2  
 MCJ 381: Jazz/Pop Improvisation and Theory.....3  
 MCJ 382: Commercial Styles ..... 2  
 MCJ 385: Jazz/Pop Improvisation and Theory 2.....3  
 MCJ 391: Recording Technology 1..... .3  
 MCJ 392: Recording Technology 2..... .3  
 MCJ 421: Commercial Arranging.....3

VI. ELECTIVES (2-9 Credits) .....2-9

TOTAL CREDITS  
 REQUIRED.....120

If they choose, students entering under the 2017-2018 catalog should be able to complete the new program modifications, once approved. Students in previous catalogs will complete requirements for the catalog they selected on their University Program Evaluation provided by Datatel.

**Curriculum Changes**

**Note: Complete this table only if there are changes to the curriculum.**

Courses Eliminated from Program	Courses Added to Program
	MCJ 310 Careers in Music

## PROGRAM MODIFICATION PROPOSAL

### Faculty

**Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification. (1000 characters)**

The proposed modification is covered with existing faculty. The Department of Music has full-time and adjunct faculty currently available to teach this curriculum.

### Resources

**Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)**

No new resources are required for the proposed modification. The course Careers in Music was already offered as a music elective. We are proposing that the course now be offered a requirement. If multiple sections need to be offered, as stated above we have the instructors on faculty to fill this demand.