

# DIGITAL MUSIC PRODUCTION AND ENTREPRENEURSHIP (BA)

## Overview

The BA in Digital Music Production and Entrepreneurship is designed to prepare students for careers in the contemporary music marketplace as creators and/or producers of digital music. Students in this program will study concepts in digital music creation, digital music production, and the entrepreneurial skills necessary to market their work in these areas. As students progress in the program, they will also receive opportunities to explore specific topics in greater depth in preparation for their own professional work in the field, including external engagement with area practitioners. Students are free to use the elective credits associated with the degree for additional study in music (notation, performance, theory, history), business, or any other areas of interest.

Applicants to this program must meet the regular requirements for admission to the University, and must also complete an interview with program faculty in which they discuss and demonstrate their current engagement with digital music creation and production. Prospective students should contact the Program Coordinator for Music for interview guidelines and scheduling.

## Degree Requirements

Course	Title	Credits
<b>Major Requirements</b>		
MU 1150	Piano Class I	1
MU 1210	Musicianship I	4
MU 1320	Introduction to Reading Music	3
MU 2105	Introduction to Music Technology (TECO) (TECO)	4
MU 2320	Introduction to Music Composition (two enrollments)	2
MU 3105	Recording and Mixing	4
MU 3250	Global Jazz (DICO,GACO)	3
MU 3320	History and Literature of Music II (INCO,INCP,WRCO)	3
MU 3410	Seminar in the Music Business	3
MU 3990	Music Technology Junior Project	0.5
MU 4115	Creating Music for Video	4
MU 4215	Advanced Studies in Music Production and Entrepreneurship	4
MU 4270	Composition (two enrollments)	2
MU 4990	Music Technology Senior Project	1
TH 3300	Design for the Theatre (Topics)	3
BUS 1100	Introduction to Marketing and Sales	4
ENT 2040	Foundations of Innovation and Entrepreneurship	4
ENT 2460	Business Startup Planning	4
MKT 3130	Digital Marketing	4
MKT 3210	Event Planning and Marketing	4

<b>Quantitative Reasoning in the Discipline Connection</b>		
Complete one course from the following:		3
MA 1500	Mathematics and the Humanities (QRCO)	
MA 2200	Finite Mathematics (QRCO)	
MA 2300	Statistics I (QRCO)	
General Education ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> )		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA ( <a href="https://coursecatalog.plymouth.edu/general-education/#MATH">https://coursecatalog.plymouth.edu/general-education/#MATH</a> )	Mathematics Foundations	3-4
PPDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#PPDI">https://coursecatalog.plymouth.edu/general-education/#PPDI</a> )	Past and Present Direction	3-4
SIDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#SIDI">https://coursecatalog.plymouth.edu/general-education/#SIDI</a> )	Scientific Inquiry Direction	3-4
SSDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#SSDI">https://coursecatalog.plymouth.edu/general-education/#SSDI</a> )	Self and Society Direction	3-4
Directions (choose from PPDI, SIDI, SSDI) ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> ) <sup>1</sup>		4-8
WECO ( <a href="https://coursecatalog.plymouth.edu/general-education/#WECO">https://coursecatalog.plymouth.edu/general-education/#WECO</a> )	Wellness Connection	4
INCP ( <a href="https://coursecatalog.plymouth.edu/general-education/#INCP">https://coursecatalog.plymouth.edu/general-education/#INCP</a> )	Integrative Capstone	4
GACO ( <a href="https://coursecatalog.plymouth.edu/general-education/#GACO">https://coursecatalog.plymouth.edu/general-education/#GACO</a> )	Foreign Language <sup>2</sup>	6-8
<b>Electives</b>		14.5-18.5
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> Directions should total 16-17 credits because CTDI is waived for BA Digital Music Production and Entrepreneurship.

<sup>2</sup> The foreign language requirement for all BA degrees calls for 0-8 credits: one year of one language (6-8 credits); or one 3000/4000 level world language course (3 credits); or being a native speaker of a language other than English (zero credit). American Sign Language I and II fulfill this requirement; however, American Sign Language does not satisfy the Global Awareness Connection.

## Recommended Course Sequence

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
BUS 1100	Introduction to Marketing and Sales	4
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MU 2105	Introduction to Music Technology (TECO)	4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
ENT 2040	Foundations of Innovation and Entrepreneurship	4
MU 1320	Introduction to Reading Music	3
MU 2320	Introduction to Music Composition	1
Directions (choose from PPD, SIDI, SSDI) ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> )		4
QRCO		3
<b>Credits</b>		<b>15</b>
<b>Year Two</b>		
<b>Fall</b>		
MKT 3130	Digital Marketing	4
MU 1150	Piano Class I	1
MU 1210	Musicianship I	4
MU 2320	Introduction to Music Composition	1
TH 3310	Theatre Technology: Topics	3
Electives		3
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
MU 3105	Recording and Mixing	4
SAL 3280	Professional Selling Skills I	4
MA ( <a href="https://coursecatalog.plymouth.edu/general-education/#MATH">https://coursecatalog.plymouth.edu/general-education/#MATH</a> )	Mathematics Foundations	4
Directions (choose from PPD, SIDI, SSDI) ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> )		4
<b>Credits</b>		<b>16</b>
<b>Year Three</b>		
<b>Fall</b>		
MKT 3210	Event Planning and Marketing	4
MU 3250	Global Jazz (DICO,GACO)	3
MU 4270	Composition	1
MU 3410	Seminar in the Music Business	3
GACO ( <a href="https://coursecatalog.plymouth.edu/general-education/#GACO">https://coursecatalog.plymouth.edu/general-education/#GACO</a> )	Foreign Language	4
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
MU 3990	Music Technology Junior Project	0.5
MU 4270	Composition	1
Directions (choose from PPD, SIDI, SSDI) ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> )		4

GACO ( <a href="https://coursecatalog.plymouth.edu/general-education/#GACO">https://coursecatalog.plymouth.edu/general-education/#GACO</a> )	Foreign Language	4
<b>Electives</b>		<b>4</b>
<b>Credits</b>		<b>13.5</b>
<b>Year Four</b>		
<b>Fall</b>		
MU 4115	Creating Music for Video	4
Directions (choose from PPD, SIDI, SSDI) ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> )		4
INCP ( <a href="https://coursecatalog.plymouth.edu/general-education/#INCP">https://coursecatalog.plymouth.edu/general-education/#INCP</a> )	Integrated Capstone	4
WECO ( <a href="https://coursecatalog.plymouth.edu/general-education/#WECO">https://coursecatalog.plymouth.edu/general-education/#WECO</a> )	Wellness Connection	4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
MU 3320	History and Literature of Music II (INCO,INCP,WRCO)	3
MU 4215	Advanced Studies in Music Production and Entrepreneurship	4
MU 4990	Music Technology Senior Project	1
Electives		4.5
<b>Credits</b>		<b>12.5</b>
<b>Total Credits</b>		<b>120</b>