

**Bachelor of Science, or Bachelor of Arts, in Music (see note below)  
Concentration in Merchandising**

Year 1, Fall (FA)

Music 111, Music Theory I	1
Music 113, Music Skills I	2
Music 195, Secondary Piano I	1
Music ---, Major Ensemble	1
Music 272, Major Instrument	1
Music Elective	1
English 107, Freshman Writing	3
COMM 101, Intro/Speech Communication	3
ECON 200 or 201	3
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Total	16

Year 1, Spring (SP)

Music 112, Music Theory II	1
Music 114, Music Skills II	2
Music 196, Secondary Piano II	1
Music 150, Musical Traditions I	2
Music 204 Tech for Musicians	1
Music ---, Major Ensemble	1
Music 272, Major Instrument	1
Music 207, Intro to Music Industry	3
ECON 200 or 201	3
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PE 101 and 101L	2
Total	17

*Pass Keyboard Proficiency*

Year 2, FA

Music 211, Music Theory III	1
Music 213, Music Skills III	2
Music 151, Musical Traditions II	2
Music 307, Career Mgt in Music Industry	3
Ensemble (Elective)	1
Music 272, Major Instrument	1
MGT 301, Survey of Management	3
General Education (Liberal Studies)	3
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Free Elective	1
Total	17

Year 2, SP

Music 212, Music Theory IV	1
Music 214, Music Skills IV	2
Ensemble (Elective)	1
Music Electives	2
Music 272, Major Instrument	1
ACCT 200, Survey of Accounting	3
MKTG 301, Introduction to Marketing	3
General Education (Liberal Studies)	3
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Free Elective	1
Total	17

Year 3, FA

Music 350, Music History I	2
Music 472, Major Instrument	1
Ensemble (Elective; see note below)	0
MKTG 344, 345, 347, or 444	2
MKTG 332, Buyer Behavior	3
ENG 305 or 305T or BEIT 336	3
General Education (Liberal Studies)	3
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Free Elective	3
Total	17

Year 3, SP

Music 351, Music History II	2
Music 472, Major	1
Ensemble (Elective; see note below)	0
Music Electives	2
MKTG 334, Promotional Strategy	3
MKTG 353, Mktg Channel Struc & Strat	3
General Education (Liberal Studies)	4
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Free Elective	2
Total	17

Year 4, FA

Music Elective	2
Ensemble (Elective; see note below)	0
Free Electives	1
MKTG 344, 345, 347, 444	3
General Education (Liberal Studies)	6
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Free Electives	5
Total	17

Year 4, SP

Music 499, Internship	6
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Total	6

**TOTAL HOURS                      124**

NOTES:

1. Students complete the Bachelor of Arts degree, rather than the Bachelor of Science degree, by completing fourteen hours of a foreign language.
2. Music majors must participate in ensembles at least seven semesters of their baccalaureate program. After degree requirements are satisfied, ensembles may be taken for zero OR one credit. If taken for credit, these hours may be applied toward free electives. Music majors with an overall G.P.A. below 2.5 may not participate in more than two ensembles per semester. Freshmen may not participate in more than two ensembles their first semester.
3. Concert/Recital attendance requirements AND the Keyboard Proficiency Exam must be completed before beginning the internship.
4. General Education requirements (above) assume that students will exempt out of several requirements, including ENG 101, the quantitative literacy requirement, the information technology literacy requirement, and the foreign language requirement.
5. At least 50 credit hours must be attained in 300/400-level courses.