

BS in Music/Marketing Concentration - 2024-2025

Student Name: _

•	Student ID:		
Major Requirements			
Applied Primary Instrument (For majors not using Voice as primary)	Concentration Bo	ira	monto
MUS 100_ 1 Applied Lesson (1 hour)	Concentration Re MAT 210	quire 4	Introductory Statistics
MUS 100_ 1 Applied Lesson (1 hour)	MGT 201	3	Introductory Statistics Introduction to Business
MUS 100_ 1 Applied Lesson (1 hour)		3	
	MKT 231		Principles of Marketing
MUS 100_ 1 Applied Lesson (1 hour)	MKT 445	3	Best Practices in Marketing
MUS 300_ 1 Applied Lesson (1 hour)	MKT 460	3	Consumer Behavior
MUS 300_ 1 Applied Lesson (1 hour)	MTD 392	3	Entrepreneurship in the Arts
MUS 400_ 2 Applied Lesson (1 hour)	MUS 372	3	Music History and Literature II
MUS 400_ 2 Applied Lesson (1 hour)	MUS 393	4	Practicum
Applied Primary Instrument (For majors using Voice as primary)	Select three course	es fro	m the following:
MUS 100V 1 Applied Lesson—Voice (1 hour)	MKT 312	3	Professional Selling
MUS 100V 1 Applied Lesson—Voice (1 hour)	MKT 313	3	Services and Experience Marketing
MUS 100V 1 Applied Lesson—Voice (1 hour)	MKT 380	3	International Marketing
MUS 100V 1 Applied Lesson—Voice (1 hour)	MKT 410	3	Marketing Research
MUS 118 2 Vocal Diction I	MKT 412	3	Integrated Marketing Communications
MUS 119 1 Vocal Diction II	WINT 412	3	integrated Marketing Communications
MUS 300V 1 Applied Lesson—Voice (1 hour)	Select 8 elective he	oure f	rom the following:
MUS 300V 1 Applied Lesson—Voice (1 hour)	MUS 121	2	Seminar in Composition I
MUS 300V 1 Applied Lesson—Voice (1 hour)	MUS 224	3	Music Theory and Harmony III
MUS 300V 1 Applied Lesson—Voice (1 hour)	MUS 224L	1	Music Theory and Harmony III Lab
INIOS SOUV I Applied Lesson—Voice (1 Hour)			
Novella d O dama lo - domina	MUS 243	3	Music and World Cultures
Applied Secondary Instrument	MUS 292	3	Introduction to Electronic Music
MUS 100_ 1 Applied Lesson* (½ hour)	MUS 331 [‡]	1	Instrumental Methods III—Percussion
MUS 100_ 1 Applied Lesson* (½ hour)	MUS 332 [‡]	1	Instrumental Methods IV—Strings
Both must be same instrument: guitar, piano, organ	MUS 342	3	Advanced Form and Analysis
Boar made bo dame monamone gunar, plane, organ	MUS 346 [‡]	1	Instrumental Methods I—Brass Instruments
Ensembles	MUS 347 [‡]	1	Instrumental Methods II—Woodwinds
	MUS 351	2	Choral Arranging
Select <u>8</u> hours from:	MUS 352	2	Instrumental Arranging
MUS 210GM, 210JC, 210JE, 210LT, 210PB, 210TS, 210WC, 240,	MUS 362	3	Conducting II
280, 290, 310GM, 310JC, 310JE, 310LT, 310PB, 310TS, 310WC,	MUS 371	3	Music History and Literature I
340, 380, 390	MUS 381	2	Piano Pedagogy I
	MUS 440	3	Vocal Pedagogy and Literature
	MUS 462	1	Instrumental Pedagogy
	1000 402	•	mstrumentar edagogy
			of <u>two</u> credit hours from MUS 331, 332, o meet this requirement.
	Total Major Hours Required: 78-80		
	Majors must satisfy the recital attendance policies stated in the department handbook.		
Complete the following courses:			
MTD 131 1 Introduction to Performing Arts			
MUS 101 0-1 Music Theory (or competency)			
MUS 124 3 Music Theory and Harmony I			
MUS 124L 1 Music Theory and Harmony I Lab			
MUS 125 3 Music Theory and Harmony II			
MUS 125L 1 Music Theory and Harmony II Lab			
MUS 132 2 Survey of Music History			
MUS 201 1 Computers, Technology, and Music			

Degree Requirements

MUS 361

- 128 minimum hours and 42 minimum upper-division hours (3XX/4XX course numbers).
- Fifty percent of the minimum hours must be completed at Taylor—64 hours.
- Fifty percent of the major/minor hours must be completed at Taylor.
- 22 of the last 30 hours earned must be completed at Taylor.

Conducting I

- Cumulative GPA of 2.0; major GPA of 2.3 (higher GPA may be required in certain curricula). (See current catalog for policy).
- All foundational core, major, minor, and proficiency requirements must be completed (including Senior Comprehensive Exam/Paper/Project).
- Two years of one foreign language is required for the BA degree.
- Candidates for 2 degrees must complete a minimum of 158 semester hours and meet all requirements for 2 different majors.