

Bachelor of Music with Elective Studies in Music Business

The Bachelor of Music with Elective Studies is a professional degree housed in the Wells School of Music. The degree allows for intensive studies in music and another field/area. The music coursework provides a foundation in theory, ear training, applied lessons, music history, ensemble participation, conducting, improvisation and music technology. The outside field (21 credits) must be outside the Wells School of Music. The outside field (21 credits) is housed in the College of Business and Public Management specifically the Department of Management.

Students gain in-depth knowledge of key competencies for employment in the music industry including finance, management, and marketing. The knowledge gained enhances their ability to apply skills to careers in artist management, record labels and talent agencies.

Please contact Dr. Elizabeth Pfaffle (epfaffle@wcupa.edu) if you are a prospective student interested in the degree. If you are a current WCU student, contact Prof. Ann Hiloski-Fowler (ahiloski-fowler@wucpa.edu) with questions.

Music Business

Code	Required Courses	Credits
BLA 201	Legal Environment of Business <i>(Distance education offering may be available.)</i> <i>(fall and spring semesters)</i>	3
ACC 201	Financial Accounting <i>(Distance education offering may be available.)</i> <i>(fall and spring semesters)</i>	3
ACC 202	Managerial Accounting <i>ACC 202 Prerequisite: Successful completion of ACC 201.</i> <i>(Distance education offering may be available.)</i> <i>(fall and spring semesters)</i>	3
MGT 200	MGT 200 - Principles of Management <i>(Distance education offering may be available.)</i> <i>(fall and spring semesters)</i>	3
MKT 250	MKT 250 - Principles of Marketing <i>(Distance education offering may be available.)</i> <i>(fall and spring semesters)</i>	3
ECO 111	Principles of Economics (Macro) <i>Gen Ed Attribute: Behavioral & Social Science</i> <i>(Distance education offering may be available.)</i> <i>(fall and spring semesters)</i>	3
ECO 112	Principles of Economics (Micro) <i>Gen Ed Attribute: Behavioral & Social Science</i> <i>(Distance education offering may be available.)</i> <i>(fall and spring semesters)</i>	3
Outside Field Total Credits		21

B.M. with Elective Studies

Plan Code: #M145

Music Theory and Aural Activities

MTC 112 Theory of Music I¹ (3 cr.)
MTC 114 Aural Activities I¹ (2 cr.)
MTC 113 Theory of Music II¹ (3 cr.)
MTC 115 Aural Activities II¹ (2 cr.)
MTC 212 Theory of Music III (3 cr.)
MTC 214 Aural Activities III (2 cr.)
MTC 213 Theory of Music IV (3 cr.)

Music History Courses (3 cr. each)

MHL 180 Global Soundscapes¹ (*Arts, Diversity*)
MHL 280 Western Art Music I¹ (*Speaking Emphasis*)
MHL 380 Western Art Music II (*Writing Emphasis*)

Applied Lessons (1.5 cr. each)³

— 111	— 211	— 311	— 411
— 112	— 212	— 312	— 412

Concert Ensembles (8 cr. total)²

8 consecutive semesters required; repeatable
ENS 312 Concert Band
ENS 313 Wind Symphony
ENS 314 Wind Ensemble
ENS 321 Orpheus Singers
ENS 322 Allegro Voices
ENS 323 Mastersingers
ENS 324 Oriana Chorale
ENS 325 Concert Choir
ENS 335 Symphony Orchestra
ENS 342 Statesmen Jazz Ensemble
AES 131 String Ensemble (*guitar only*)
PIA 443 Keyboard Ensemble (*piano only*)

Elective Ensembles (0.5 cr. each)²

2 semesters required; repeatable
ENS 310 Basketball Band
ENS 311 Marching Band (1 cr.)
ENS 312 Concert Band
ENS 313 Wind Symphony
ENS 314 Wind Ensemble
ENS 315 Chamber Winds
ENS 321 Orpheus Singers
ENS 322 Allegro Voices
ENS 323 Mastersingers
ENS 324 Oriana Chorale
ENS 325 Concert Choir
ENS 326 Chamber Choir
ENS 327 Vocal Jazz
ENS 328 Recital Choir
ENS 335 Symphony Orchestra
ENS 336 Chamber Orchestra
ENS 341 Criterions Jazz Ensemble
ENS 342 Statesmen Jazz Ensemble
ENS 343 Latin Jazz Ensemble
ENS 344 Jazz Combo
MHL 310 Collegium Musicum (1 cr.)
MTC 123 Studio Music Ensemble (1 cr.)
PIA 443 Keyboard Ensemble (*piano only*)
AES 111 Brass Ensemble
AES 121 Percussion Ensemble
AES 122 Steel Drum Ensemble
AES 131 String Ensemble (*guitar and strings only*)
AES 141 Woodwind Ensemble
VOC 424 Opera Production (1 cr.)

Piano

Requirement may be waived via competency exam.
PIA 150 Piano Class I (1 cr.)
PIA 151 Piano Class II (1 cr.)

Conducting (1.5 cr.)

(choose one)
CON 311 Instrumental Conducting I
CON 321 Choral Conducting I

Professional Development (3 cr.)

MTC 160 Entrepreneurship in Music

Improvisation (3 cr.)

INM 243 Creativity & Improvisation (*Speaking Emphasis*) (fall)

Music Electives (5.5 cr.)

Selected under advisement.

Electives (6 cr.)

Selected under advisement.

Technology (3 cr.)

Select three credits from the following:
MTC 170 Studio Production I
MTC 273 Computer Music
Any course which meets the prerequisite with prefix CSC/CST/CSW

Outside Field (21 cr.)

These courses are taken under advisement of the outside field department chairperson.

(In most cases, the curriculum for a minor will be used to determine the course work for the outside field.)

Capstone (3 cr.)

INM 443 Building Your Career in Music³ (*Speaking & Ethics Emphasis*)

General Education Curriculum

FYE 100 – First Year Experience (3 cr.)
English Composition (6 cr.)
Mathematics (3 cr.)
Interdisciplinary (3 cr.) (*outside WSOM*)
Diverse Communities (3 cr.) (*satisfied by MHL 180*)
Science (3 cr.) (*satisfied by SCI 103*)
Behavioral and Social Science (3 cr.)
Humanities (3 cr.) (*satisfied by CLS 165, LIT 165 or LNC 105*)
Arts (3 cr.) (*satisfied by MHL 180*)
Writing Emphasis (9 cr.) (*satisfied by Humanities/ Writing Emphasis, MHL 380 and Interdisciplinary/Writing Emphasis*)
Speaking Emphasis (9 cr.) (*satisfied by MHL 280, INM 243, INM 443*)
Ethics (3 cr.) (*satisfied by INM 443*)

Recommended: Internships

It is recommended that you work with the Career Development Center to find internships that will be applicable to your career goals.
Internships are a great way to find a career path and gain valuable experience for your resume.

Studio Class

Thursdays at 11:00 AM

Recital Attendance

6 semesters of Recital Attendance: 10 approved recitals. Each requirement must be completed within a semester. Recitals cannot be carried over semesters. More than one requirement may be completed within a single semester. Recital Attendance is tracked in the Degree Progress Report as RECATT Milestones.

¹ A minimum grade of C- is required.

² The first ensemble each semester is 1 credit. Additional ensembles are 0.5 credit each.

³ There is no applied performance recital required for students in this major.

* Grade of C- or higher required # fall only ~ spring only ^ Course availability varies; may be interchanged with another course

General Education Requirements		
Academic Foundations & Degree Requirements		Distributive Requirements
First Year Experience – 3 cr.		Arts – 3 cr.
FYE 100		Satisfied by MHL 180.
English Composition – 6 cr.		Science – 3 cr. (No lab required)
Option A	WRT 123 (4 cr.)	Biology BIO 100, 110
	WRT 200, 204, 206, 208, or 220 (3 cr.)	Chemistry CHE 100, 102, 103, 107, 160
Option B	WRT 120 (3 cr.)	Computer Science CSC 110, 112, 115, 116, 141
	WRT 200, 204, 206, 208, or 220 (3 cr.)	Earth Science ESS 101, 111, 112, 127, 128, 130, 170
Suggested: Option B		Geology GEO 104
		Health HEA 258
Mathematics – 3 cr.		Honors HON 122, 314
any college level MAT \geq 103		Nutrition NTD 303
Suggested: MAT 103, 104, 113, 115, 121		Physics PHY 100, 105, 123, 130, 170
		Science SCI 100, 101, 102, 103
Diverse Communities – 3 cr.		Suggested: SCI 103
Satisfied by MHL 180.		
NOTE: This course may satisfy both your Diversity requirement as well as another General Education or Music requirement.		Behavioral & Social Sciences – 3 cr.
NOTE: A Diverse Communities designation may only transfer into WCU if the course from a student's prior institution has been approved by the Diverse Communities Committee of the Curriculum and Academic Policies Council (CAPC).		Anthropology ANT 101, 102, 103
		Economics ECO 111, 112, 200
		Geography GEO 101, 103, 200, 205, 230, 235
		Health HEA 276
		Honors HON 312, 313, 322
		Nutrition NTD 325
		Planning PLN 214
Interdisciplinary – 3 cr.		Political Science PSC 100, PSC 201, PSC 213
Outside WSOM		Psychology PSY 100
Examples: CLS 270, CRJ 316, CRJ 366, DHM 280, ERU 309, ESP 300, HON 351, HON 352, HON 381, HON 382, HON 451, HON 452, MAT 301, PHI 102, PHI 330, SMD 210, WOS 225 (Interdisciplinary & Writing Emphasis)		Sociology SOC 100, 240, 245
NOTE: Interdisciplinary courses may not be used to fulfill a General Education requirement in the distributive areas (science, behavioral and social science, humanities, and the arts). A course may simultaneously satisfy the Interdisciplinary and Diverse Communities requirements, Interdisciplinary and Writing Emphasis requirements, Interdisciplinary and Speaking Emphasis requirements, and Interdisciplinary and Ethics requirements.		Humanities – 3 cr.
		World Literature CLS 165, 260
		Digital Humanities DHM 260
		History HIS 100, 101, 102, 150, 151, 152, 214, 215, 221, 222, 224, 444
		Honors HON 212, 311
Ethics – 3 cr.		Language LAN 100, 150
Satisfied by INM 443.		World Languages LIN 130, 140
		Literature LIT 100, 101, 165, 219, 220
Capstone		Languages & Cultures LNC 100, 105, 106, 110
Satisfied by INM 443.		Philosophy PHI 100, 101, 150, 180, 201, 206, 220, 280, 282
		Urban Communities RUX 110
		Visual Rhetoric WRH 343
Additional Baccalaureate Requirements		Suggested: CLS 165, CLS 260, LIT 165 or LNC 105 (Humanities & Writing Emphasis)
Writing Emphasis		NOTE: WCU will continue to accept transfer credits for courses other than those identified as "approved" general education courses, if the course equivalent has the same prefix as those in the science, behavioral and social sciences, humanities, or arts categories within the distributive requirements, including those assigned the 199-course number.
9 cr. (3 cr. must be 300-400 level)		
Examples: CLS 165, CLS 260, LIT 165, or LNC 105 (Humanities/Writing Emphasis)		
Examples: CLS 270, CRJ 316, CRJ 366, DHM 280, ERU 309, ESP 300, HON 351, HON 352, HON 381, HON 382, HON 451, HON 452, MAT 301, PHI 102, PHI 330, SMD 210, WOS 225 (Interdisciplinary & Writing Emphasis)		
Suggested: Humanities & Writing Emphasis, MHL 380 and Interdisciplinary & Writing Emphasis		
NOTE: This course may satisfy both your Writing Emphasis requirement as well as another General Education or Music requirement. Writing Emphasis courses are separate from Writing or English Composition courses.		
Satisfied by INM 443.		Transfer Students with:
		< 30 credits need 9 cr. of Writing & Speaking Emphasis (3 cr. must be 300-400 level)
Speaking Emphasis		31 – 60 credits need 6 cr. of Writing & Speaking Emphasis (3 cr. must be 300-400 level)
9 cr. (3 cr. must be 300-400 level)		61-90 credits need 3 cr. of Writing & Speaking Emphasis (3 cr. must be 300-400 level)
Satisfied by MHL 280, INM 243 and INM 443.		9.15. 2025
NOTE: This course may satisfy both your Speaking Emphasis requirement as well as another General Education or Music requirement.		