



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

**New Program Report**

**Date Submitted:**

04/25/2022

**Institution**

Missouri Southern State University

**Site Information**

**Implementation Date:**

8/1/2022 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Missouri Southern State University, 3950 E. Newman Road, Joplin, MO, 64801-1595

**CIP Information**

**CIP Code:**

501003

**CIP Description:**

A program that prepares individuals to organize and manage music organizations, operations, facilities, and personnel. Includes instruction in business and financial management; marketing and fundraising; personnel management and labor relations; event promotion and management; music products merchandising; artist agency and promotion; music law; and applications to specific activities such as managing theaters, recording studios and companies, bands and other ensembles, individual artists, and music organizations.

**CIP Program Title:**

Music Management

**Institution Program Title:**

Music Industry

**Degree Level/Type**

**Degree Level:**

Bachelor's Degree

**Degree Type:**

Bachelor of Science

**Options Added:**

**Collaborative Program:**

N

**Mode of Delivery**

**Current Mode of Delivery**

Classroom

**Student Preparation**



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

## New Program Report

**Special Admissions Procedure or Student Qualifications required:**

Beyond standard institutional requirements, students are required to have a major area of voice or instrument.

**Specific Population Characteristics to be served:**

The B.S. in Music Industry is designed for students who do not wish to teach or perform music. They may be moderate to high level musicians who wish to pursue the production/business side of music.

**Faculty Characteristics**

**Special Requirements for Assignment of Teaching for this Degree/Certificate:**

All FT and PT instructors will meet the HLC's faculty qualifications guidelines.

**Estimate Percentage of Credit Hours that will be assigned to full time faculty:**

FT=80%

PT=20%

**Expectations for professional activities, special student contact, teaching/learning innovation:**

Full-time faculty expectations are typical for the university:

Teaching 60%

Service 60%

Scholarship/Creative Activity 20%

**Student Enrollment Projections Year One-Five**

Year 1	Full Time: 7	Part Time: 1	
Year 2	Full Time: 8	Part Time: 2	
Year 3	Full Time: 9	Part Time: 3	Number of Graduates: 6
Year 4	Full Time: 10	Part Time: 4	
Year 5	Full Time: 11	Part Time: 5	Number of Graduates: 11

**Percentage Statement:**

n/a

**Program Accreditation**

**Institutional Plans for Accreditation:**

The Music Program is accredited by the National Association of Schools of Music (NASM).

**Program Structure**

**Total Credits:**

120

**Residency Requirements:**

A minimum of 30 semester hours for the Baccalaureate Degree must be earned in residence at MSSU.

One-half of the major requirements must be earned at MSSU.

**General Education Total Credits:**

42

**Major Requirements Total Credits:**

78



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

**New Program Report**

**Course(s) Added**

COURSE NUMBER	CREDITS	COURSE TITLE
MUS 410	2	Music Industry & Copyright
MUS 491	3	Internship in Music Industry
COMM 201	3	Video Production
COMM 200	3	Audio Production for Media
MUS 120	3	History of Rock & Roll
COMM 200	3	Audio Production for Media
MUS 310	3	Black Music of Two Worlds
GB 320	3	Business Communication
TH 442	1	Business for Performing Artists
MUS 311	3	History of Music & Literature I
MUS 412	3	Music Technology
ENT 202	1	Business Opportunities and Innovation
MUS 121/122/321/322	8	Choir/Band/or Orchestra
TH 382	3	Sound Design
COMM 200	3	Audio Production for Media
ENT 210	1	Management Process for Entrepreneurs
MUS 240	0	Recital Attendance
MUS 181 or 182	3	Choral Conducting or Instrumental Conducting
MUS XXX	8	Private Lessons (various options available)
COMM 200	3	Audio Production for Media
MRKT 300	3	Principles of Marketing
COMM 320	3	Advanced Video Production
TH 320	3	Stage Lighting
MGMT 350	3	Fundamentals of Organizational Management
TH 142	3	Theatre Technology
MUS 111	3	Music Theory I: Musicianship & Aural Skills
MUS 112	3	Music Theory II: Musicianship & Aural Skills
MUS 403	3	Introduction to Live & Recorded Sound
ACCT 2021	3	Principles of Financial Accounting
MUS 103	2	Class Piano I



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

## New Program Report

**Free Elective Credits:**

0

**Internship or other Capstone Experience:**

n/a

**Assurances**

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

**Contact Information**

First and Last Name: WENDY  
MCGRANE

Email: [mcgrane-w@mssu.edu](mailto:mcgrane-w@mssu.edu)

Phone: 417-625-9801

## MISSOURI SOUTHERN STATE UNIVERSITY

## Proposal for a New Degree

1. College: Arts and Sciences Department: Music Date: September 29, 2021
2. Title: Bachelor of Science in Music Industry
3. New Major or Certificate: Degree
4. Date first offered: Fall, 2022
5. Describe the need for this new major including evidence of student demand for the program and market or societal need for the skills being developed.

Currently, we have 6 majors who are in our Bachelor of Arts (BA) Degree in Music Industry – a degree that was removed from our list of degree offerings back in 2019. However, since that time, we continually have people asking about it as an option, even though we don't advertise it.

Given this continued interest, it seems logical that we consider offering it again, however, under the auspices of the Bachelor of Science (BS) degree, which is the recommendation by the National Association of Schools of Music (NASM), our accrediting body. Re-imagining the degree in the more focused BS, will allow us to:

- Include more music courses, which will help our enrollment in music
- Continue the collaboration with business, given the old BA degree had several courses in business, however, with the flexibility of not needing the courses in Modern Languages, as was required by the BA, this degree will be able to include more courses from music-industry-related departments like COMM and Theatre

...which will result in a more diversified degree; especially, since the music industry, by NASM standard, is broad.

6. Is the major interdisciplinary? **NO**. If so, has it been approved by all departments concerned? N/A. If interdisciplinary, how will coordination between the departments be accomplished? N/A. Although the degree will require courses from Business, COMM, and Theatre, it will not be interdisciplinary. That said, recommendations from those areas were sought and included.
7. Are there similar programs offered at other Missouri institutions? **YES**  
If so, how is this program unique or different from existing programs?  
There are other Missouri institutions who have degrees that are similar, however, given we operated a BA in Music Industry in the recent past, it was concluded the competition not to be an issue. This BS degree would replace this BA in this focus.
8. Describe the curriculum requirements for the major/certificate:

**Bachelor of Science Degree in Music Industry (120 Hours)****Bachelor of Science in Music Industry**

Major Code:

Music Industry

XXXX

CIP Code: XXXXXX

Cr Hrs

<b>General Education CORE 42 Requirements 42*</b>		<b>39</b>
Area 1A	Social & Behavioral Sciences	6
Area 1B	Civic Engagement	3
Area 2A	Written Communication	6
Area 2B	Oral Communication	3
Area 3A	Natural Science Non-Lab	3
Area 3B	Natural science With Lab	4
Area 4	Mathematics	3
Area 5A	Humanities	6
Area 5B	Fine Arts - MUS 120	0
Area 5C	Global Competencies	3
Area 5D	Health and Wellness	2
<b>UE 100</b>	<b>First Year Experience**</b>	<b>1</b>
<b>Music Core Requirements</b>		<b>30</b>
MUS 103	Class Piano I	2
MUS 111	Music Theory I: Musicianship & Aural Skills	3
MUS 112	Music Theory II: Musicianship & Aural Skills	3
	MUS 121,122,321,322 Choir, Band, or Orchestra	8
	MUS 181 or 182 Choral or Instrumental Conducting	3
MUS 240	Recital Attendance (enroll every semester)	0
MUS 311	History of Music and Literature I	3
Various Private study in one major area		8
<b>Music Industry Requirements</b>		<b>32</b>
<b>Music Specific</b>		<b>17</b>
MUS 120	History of Rock and Roll	3
MUS 403	Intro to Live & Recorded Sound	3
MUS 410	Music Industry and Copyright	2
MUS 412	Music Technology	3
MUS 491	Internships in Music Industry	3
MUS 310	Black Music of Two Worlds	3
<b>Business Specific</b>		<b>15</b>
TH 442	Business for Performing Artists	1
GB 320	Business Communication*	3
ACCT 201	Principles of Financial Accounting	3

ENT 202	Business Opportunities and Innovation	1
ENT 210	The Management Process for Entrepreneurs	1
MGMT 350	Fundamentals of Organizational Management	3
MRKT 300	Principles of Marketing	3
<b>Related Music Industry Requirements</b>		<b>18</b>
TH 142	Theatre Technology	3
TH 320	Stage Lighting	3
TH 382	Sound Design	3
COMM 200	Audio Production for Media	3
COMM 201	Video Production	3
COMM 320	Advanced Video Production	3
<b>Total Hours</b>	Must include at 39 upper division (300-400) hrs	<b>120</b>

9. What are the student learning objectives for the program? – As noted by the NASM 20-21 Handbook
- The student will have the ability to hear, identify, and work conceptually and analytically with the elements of music—rhythm, melody, harmony, and structure.
  - The student will have a basic understanding of compositional processes, aesthetic properties of style, and ways these shape and are shaped by artistic and cultural forces.
  - The student will have acquaintance with a wide selection of musical literature, the principal eras, genres, and cultural sources including, but not limited to jazz, popular, classical, and world music forms.
  - The student will have the ability to develop and defend musical judgments.
  - The student will have a functional proficiency in at least one area of instrumental or vocal performance.
  - The student will have an overview understanding of the music industry, including the functions and organizational structures of its basic component sectors, and the relationships of these sectors to each other.
  - The student will have a working knowledge of the multiple ways the music industry and its sectors use principles and techniques of marketing, promotion, management, and merchandising, including the development, manufacturing, distribution, and retailing of musical products.
  - The student will have a basic knowledge of the fundamental principles, issues, and systems associated with creative and intellectual property, including but not limited to copyright, publishing, contracts, licensing, patents, and trademarks.
  - The student will have a functional knowledge of artist and concert management, including but not limited to promotion and production.
  - The student will have an overview understanding of organizational structures, practices, and standard issues associated with music organizations.

- The student will have a basic understanding of how computers and information technologies influence the business environment, e-commerce, and the decisions of various sectors of the music industry.
- The student will have a basic knowledge of the major information and data sources that support or influence decision-making in the music industry and in business more generally.

10. How will the objectives be assessed?

- Through the successful completion of these courses.
- Through exams and assignments.
- Through instructor observation and feedback.
- Through the internship

11. If this major/certificate is approved –

- a. Will additional staff be needed? NO
- b. Will additional space, equipment, special library materials, or any major expense be involved? NO

12. Include any additional information about the program that would be helpful. N/A

Approved

David L. Sharlow, PhD, Department Chair, Music

September 29, 2021

For office use only. Dates Approved: School Curriculum Oversight Committee \_\_\_\_\_

Academic Policies \_\_\_\_\_ Faculty Senate \_\_\_\_\_ Board of Governors \_\_\_\_\_