

LSC Use Only Proposal No: \_\_\_\_\_ UWUCC Use Only Proposal No: **14-104**  
 LSC Action-Date: \_\_\_\_\_ UWUCC Action-Date: **AP-1/27/15** Senate Action Date: **App 3/31/15**

**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

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Proposing Department/Unit Music Department, Communications Media Department	Phone 7-5646, 7-3219

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

**1. Course Proposals (check all that apply)**

New Course                       Course Prefix Change                       Course Deletion  
 Course Revision                       Course Number and/or Title Change                       Catalog Description Change

Current course prefix, number and full title: \_\_\_\_\_

Proposed course prefix, number and full title, if changing: \_\_\_\_\_

**2. Liberal Studies Course Designations, as appropriate**

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)  
 Learning Skills     Knowledge Area     Global and Multicultural Awareness     Writing Intensive (include W cover sheet)  
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)  
                      Global Citizenship                       Information Literacy                       Oral Communication  
                      Quantitative Reasoning                       Scientific Literacy                       Technological Literacy

**3. Other Designations, as appropriate**

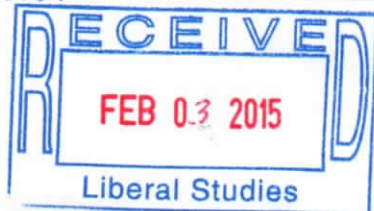
Honors College Course                       Other: (e.g. Women's Studies, Pan African)

**4. Program Proposals**

Catalog Description Change     Program Revision     Program Title Change     New Track  
 New Degree Program     New Minor Program     Liberal Studies Requirement Changes     Other

Proposed program name, if changing: *Certificate in Popular Music Studies (similar to undergraduate minor)*

5. Approvals	Signature	COMM:	Date
Department Curriculum Committee Chair(s)	<i>Matt Baumer</i>	<i>Zack Stiegler</i>	9/26/14
Department Chairperson(s)	<i>Stephanie Gault</i>	<i>John Stiegler</i>	9/26/14
College Curriculum Committee Chair	<i>Paul Galt</i>		10/1/14
College Dean	<i>Michael Howard</i>	<i>John Stiegler</i>	10/1/14
Director of Liberal Studies (as needed)			
Director of Honors College (as needed)			
Provost (as needed)	<i>Tim S. Benckel (com)</i>		11/4/14
Additional signature (with title) as appropriate	<i>Roger Busch</i>		11/4/14
UWUCC Co-Chairs	<i>Gail Schiost</i>		



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CERTIFICATE IN POPULAR MUSIC STUDIES  
Joint Program in the departments of Communications Media and Music

**II. DESCRIPTION OF THE CURRICULUM CHANGE**

**1. Catalog Description**

Introduces basic skills in the performance, recording and marketing of popular music. This 19-credit certificate requires students to take 13 credits of core courses and an additional six credits of electives. Completion of the certificate will add popular music competencies for students in communications media, music and other areas. Audition required.

**Certificate in Popular Music Studies (1)**

**19**

Core Courses (13 cr):

MUSC 114	Analysis of Popular Music	3cr
APMU ____	Two semesters of Applied Music (1cr each)	2cr
MUSC 140	Popular Music Ensemble (2)	2cr
COMM 249	Basic Audio Recording Techniques	3cr
COMM 414	Music, Media, and Culture	3cr

Electives (take two of the following):

MUHI 333	History of Popular Music Since 1945	3cr
COMM 354	Media Law & Policy	3cr
COMM 449	Advanced Audio Recording Techniques	3cr

- (1) An audition on an instrument (including voice) or a portfolio of recorded compositions is required for entrance into the program.
- (2) Two semesters of this one-credit course are required.

**2. Rationale/Justification, Credit Requirements, Sequencing and Restrictions**

According to industry group IFPI, the recording industry was a \$15 billion business in 2013, despite recent challenges from technological changes and internet piracy (<http://www.ifpi.org/facts-and-stats.php>). Popular music forms the fabric of many people's lives, leading millions to pursue making music as a career or a hobby. While the music department provides instruction in classical music, musical theater, and jazz for performers, prospective teachers, and non-majors, it has not been able to offer significant instruction in the history, theory, and performance of popular music. Many IUP students already play the guitar, bass, or drums, or record and produce music electronically, but do not have a curricular outlet to continue exploring popular music. Some of these students major in Communications Media, which offers courses in audio and video recording, media law, and other aspects relevant to popular music. However, there is no formal way to recognize studies in popular music within either department.

Given this untapped pool of interest, it seems natural for Music to join with Communications Media in offering a certificate that introduces the musical, technological, and marketing aspects of popular music. The certificate can also lay the groundwork for a future major in popular music performance, recording technology, or music industry. Similar programs are taking off at competing universities, and establishing ourselves in this field may be crucial for growth and expansion of our programs. While this

is not a professional program in itself, it can add important competencies for students in music education, music performance, communications media, business, and other majors. The skills will be useful in many ways; music students who perform primarily classical music or jazz, for example, can add skills in popular music to their portfolio. Communications Media majors can add extra musical competencies to broaden their knowledge of audio recording or video production. Post-baccalaureate students can open new areas of creative or professional activity by returning to earn the certificate.

While **credit requirements, restrictions, and sequencing** are largely outlined above, a few clarifications are in order. The most basic restriction is that students must audition on an instrument or voice, or present recordings of their songs in order to be accepted into the certificate. This is because students must already have some background in music in order to successfully complete the certificate. The standards for these auditions will differ from the standards used for auditions for the music majors, because popular music requires different skills (e.g. strong ability to hear a melody and reproduce it without notation), and because the certificate is not a professional degree program.

**Sequencing** should begin with MUSC 114, Analysis of Popular Music, which gives students the aural skills and vocabulary to discuss and perform popular music at a basic level. Students could also begin with COMM 249, Basic Audio Recording Techniques. Next would be APMU \_\_\_\_, private lessons on the student's instrument, followed by MUSC 140, Popular Music Ensemble. The remaining core and elective courses, all upper-level, could be taken in any order.

### III. IMPLEMENTATION

1. **Faculty Resources:** Communications Media has existing faculty expertise for all of the current and proposed courses in the certificate. Faculty complement is adequate to deliver these courses on a rotation schedule.

The music department has faculty expertise for MUSC 114, MUHI 333, and some sections of APMU. However, it would be necessary to engage temporary faculty with direct experience in popular music for some APMU sections (electric guitar, composition (specifically songwriting), electronic sound production) and for MUSC 140, popular music ensemble. Some candidates have been identified and we are in the process of speaking to them. Existing faculty would integrate MUSC 114 and MUHI 333 into their loads by giving up sections of other courses that can be taught by others in the department, such as Music Theory I or Introduction to Music.

2. The two major physical space resources needed are recording studio space and rehearsal space for student ensembles. While adequate resources for the course exist, it will require some work to pull them together, and there may be a need for expansion in the future. The music department will have to schedule small rehearsal spaces efficiently, and develop its recording studio. Communications Media will need to allocate its recording studio space efficiently as well.

Students will need to provide their own instruments, but the music department will need to provide some sound equipment such as microphones, amplifiers and speakers. The department has a basic inventory of this equipment but may need to add to it to keep up with demand.

3. We hope to attract 25-50 students to this new certificate program. Presumably some of these students will come from the Music or Communications Media departments, but others will come

from across campus. The certificate could also be used as a recruiting tool for the university. As described in the resources sections above, the departments are prepared to deal with these extra students.

4. Implementation Date: Spring, 2015

#### **IV. PERIODIC ASSESSMENT**

1. Evaluation Plan: Because this is a new direction for our departments, our evaluation plan will be intense and ongoing. Rather than waiting for a five-year period to elapse, a team comprised of faculty from Music and Communications Media will evaluate the program on a yearly basis, seeking to solve potential problems and to improve the effectiveness and attractiveness of the program. As part of this evaluation, student opinions would be sought via exit interviews and surveys.

Specific questions would include, but would not be limited to:

- How many students are we attracting to the program? Is the number of students sufficient to sustain it?
- Have we been able to find sufficient faculty expertise in popular music performance? What is the opinion of those faculty members regarding the program and its goals?
- What is the performance level of students who have completed the certificate?
- How well do those students understand recording technology, marketing basics, and the music industry?
- How well is each course fulfilling its goals?
- What are students who have completed the program going on to do in their careers and future education?
- Are we providing adequate resources for the program? What resources do we need to add?

In addition, the department of music is accredited by the National Association of Schools of Music. Our next accreditation cycle will begin in 2017, and the Certificate would be included in our self-study and evaluated by our site visitors. Once the Certificate is well established, it would move to a traditional five-year evaluation cycle.

#### **V. NEW COURSE PROPOSALS**

We are proposing four new courses for this Certificate, including three from Music and one from Communications Media. The music courses include MUSC 114, Analysis of Popular Music; MUSC 140, Popular Music Ensemble and MUHI 333, History of Popular Music Since 1945. Communications Media's new course is COMM 414, Music, Media and Culture.