

The completed and signed proposal should be submitted by the Dean’s Office to: [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu). Before academic units can advertise undergraduate concentrations or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the Office of the University Provost.

**Definition and minimum requirements:**

A concentration is a formalized selection of courses within a major.

- A concentration requires a minimum of 15 credit hours of which at least nine credit hours must be upper division. Specialized concentrations (e.g., Bachelor of Science in Interdisciplinary Studies concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college, the approval of each college Dean is required.

**College/School/Institute:** Herberger Institute for Design and the Arts  
**Department/Division/School:** School of Music  
**Proposing Faculty Group (if applicable):** BA in Music (Popular Music) committee  
**Are two or more academic units collaborating on this program?** No

*If “Yes”, list all the additional college(s)/school(s)/institute(s) that will be involved in the development and resources for the degree program by offering courses, faculty or facilities. Please note: This question does not refer to official joint degree programs. Official joint degree programs are ones in which the degree is jointly conferred by two colleges. If the program is jointly conferred, please complete the Proposal to Establish a New Joint Undergraduate Degree Program.*

**Existing Degree and Major under which this concentration will be established:** BA in Music  
**Proposed Concentration Name:** (Popular Music)  
**What is the first catalog year available for students to select on the undergraduate application for this this program?** Fall 2020

**Delivery method and campus or location options:** *select all locations that apply*

Downtown Phoenix     Polytechnic     Tempe     Thunderbird     West     Other:

Some classes for this degree will be offered on the downtown campus.


- Both on-campus and**  ASU Online\* - (check applicable campus(es) from options listed above)  
 ASU Online only (all courses online and managed by ASU Online)

**Proposal Contact**

**Name:** Heather Landes      **Title:** Director  
**Phone number:** 480-727-9958      **Email:** heather.landes@asu.edu

**DEAN APPROVAL(S)**

**This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.**

**College/School/Division Dean name:** Steven Tepper, Dean  
**Signature:**       **Date:** 1 /10 /20

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**College/School/Division Dean name:** \_\_\_\_\_  
*(if more than one college involved)*  
**Signature:** \_\_\_\_\_      **Date:** \_\_\_\_ / \_\_\_\_ /20

*Note: An electronic signature, an email from the dean or dean’s designee, or a PDF of the signed signature page is acceptable.*

**OVERVIEW**

- A. Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc.).

The goal of the BA in Music (Popular Music) concentration is to attract, welcome, and accommodate 21<sup>st</sup> Century musicians engaged in creating popular music and to explore areas of study that are not currently served by the BA and BM curricula in the ASU School of Music or in the universities in the state of Arizona. This includes music singer/songwriters, laptop performers or composers, guitarists, bassists, keyboardists, other instrumentalists whose musical practices are playing styles representative of varied popular music idioms, and music production and audio recording specialists. The BA in Music (Popular Music) student will develop musicianship and an expertise in creating, songwriting, performing and producing music. All students will gain a working knowledge of the music industry, music business, and entrepreneurship in order to gain meaningful employment upon graduation.

- B. Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

This degree program will increase meaningful pathways in the School of Music for students whose interests, talents, and goals lie outside the Western art music tradition and will provide additional pathways for developing flexible musicianship through the creation, performance, production, promotion, and study of popular music, giving students the artistic, technical, and entrepreneurial skills to keep up with the demands of the ever-changing environment.

Currently there are no popular music programs offered in the state of Arizona and very few in the Southwest region. A for-profit program in audio production existed at Collins College in Tempe, but closed abruptly in 2013. Perhaps the closest popular music programs in the United States are the University of Southern California and Belmont University in Nashville, TN, which also have high tuition costs. Locally, Scottsdale Community College offers programs in music business and sound design. We have spoken with faculty in the community college system and have determined that their students would be interested in continuing their musical studies at ASU, if the BA in Music (Popular Music) were an option. Unfortunately, these students currently have no popular music degree completion option in Arizona. We would target community college students in these programs who have an interest in pursuing the BA. The BA in Music (Popular Music) at Arizona State University would attract Arizona high school students, helping to keep the talented music students in state for their undergraduate college education. The program would also attract a diverse population of music students from around the United States and internationally and make a direct impact on the Arizona community.

**1. Support and Impact**

- A. Attach a supporting letter from the chair of the academic unit verifying that the proposed concentration has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the concentration as presented in the proposal, without impacting core course resources. Attached.
- B. Identify other related ASU programs and outline how the new concentration will complement these existing ASU programs. (If applicable, statements of support from potentially affected academic units need to be included with this proposal submission.)

- A. BA in Interdisciplinary Arts and Performance

We feel the BA in Music (Popular Music) would complement the BA in Interdisciplinary Arts and Performance. Students in both programs could work together on musical projects and in alternative performance ensembles. Students in the BA in Music (Popular Music) would be interested in taking electives in the IAP program such as IAP 102: Performance Techniques and Composition; IAP 104: Foundations of Sound Art; IAP 325: Sound Performance: Exploring Alternative Performance Groups, and many others.

- C. Attach a supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.

## 2. Academic Curriculum and Requirements

- A. Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at <https://uoeee.asu.edu/assessment-portal> or contact [uoeee@asu.edu](mailto:uoeee@asu.edu) with any questions.

See attached PDF.

### A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program. You can find examples of program Learning Outcomes at (<https://uoeee.asu.edu/plan-outcomes>).

Outcome 1. Students will be able to discuss and examine popular music history and music theory, with contextualizing understanding of popular music's place in the liberal arts.

Outcome 2. Students will be able to outline the stylistic evolution of popular music, and identify the artistic, literary, political, and cultural contexts in which popular music develops and is produced.

Outcome 3: Students will be able to execute professional level techniques in popular music performance, production or music industry.

Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. You can find examples of assessment methods at (<https://uoeee.asu.edu/creating-plan>).

Measure 1.1: Students will demonstrate theoretical understanding and music analysis skills in the context of popular music through their music theory coursework.

Performance Criterion 1.1: 80% of students will successfully show theoretical understanding and music analysis skills in popular music in MTC 125 based on faculty developed rubrics.

Measure 1.2: Students will demonstrate analytical skills through clear and concise writing about events in popular music history and popular music's place in Western European culture.

Performance Criterion 1.2: 80% of students must meet or exceeding expectations on the final paper in their 1900-Present Music History course based on faculty developed rubrics.

Measure 2.1: Students will demonstrate an understanding of the evolution and development of popular music through meaningful projects in MSC 451 Popular Music Studies I.

Performance Criterion 2.1: At least 80% of students will perform at or above mastery on the final exam or final paper in MSC 451 based on faculty developed rubrics.

Measure 2.2: Students will demonstrate a thorough understanding of popular music industry, production over time through MSC 452 Popular Music Studies II.

Performance Criterion 2.2: At least 80% of students will perform at or above mastery on the final exam or final paper in MSC 452 Popular Music Studies II based on faculty developed rubrics.

Measure/Method 3.1: Students will demonstrate synthesis of their understanding of professional popular music performance, song writing, or production through their Capstone Project.

Performance Criterion 3.1: 80% or more of students will complete their capstone project (MSC 489) successfully on the first attempt, at a level of "satisfactory" or higher, as assessed by a faculty panel.

Measure/Method 3.2: Students will demonstrate the ability to present a successful live music experience for an audience through their capstone project.

Performance Criterion 3.2:80% or more of students will complete their capstone project (MSC 489) successfully on the first attempt, at a level of "satisfactory" or higher, as assessed by a faculty panel.

- B. Provide the curricular structure for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.

<b>Required Core Courses for the Degree/Major</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
MHL	140	Sounds and Culture	No	3
MHL	3XX/4xx	Music History – 1900-Present	No	3
MHL	3XX/4xx	Music History – Music+ Geographies	No	3
MTC	125	Basic Music Theory	No	3
MTC	221	Music Theory: 18 <sup>th</sup> Century	No	3
MTC	222	Music Theory: 19 <sup>th</sup> Century	No	3
MTC	223	Music Theory: 20 <sup>th</sup> Century	No	3
MUP	101	The ASU School of Music Experience	No	1
MUP	111	Studio Instruction	No	8
MUP	131	Class Piano	No	1
MUP	132	Class Piano (OR MSC 221 Popular Music Lab Rhythm section)	No	1
MUP	231	Class Piano (OR MSC 221 Popular Music Lab Rhythm Section)	No	1
MUP	232	Class Piano (OR MSC 221 Popular Music Lab Rhythm Section)	No	1
MSC	221	Popular Music Lab: Rhythm Section (OR Class Piano)	Yes	3-0
MUP	441	Popular Music Ensemble	Yes	2
MUP	4xx	Music Ensemble (OR MUP 441 Popular Music Ensemble)	No	2
<i>Section sub-total:</i>				38
<b>Required Concentration Courses</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
MSC	443	Popular Music Forum	Yes	7
MSC	451	Popular Music Industry Studies I	Yes	2
MSC	452	Popular Music Industry Studies II	Yes	2
MSC or IAP	***	Popular Music Specialization	Yes	12
MSC	489	Popular Music Capstone Project	Yes	6
<i>Section sub-total:</i>				29

<b>Elective Concentration Courses</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
MHL	4XX	MHL Upper Division Elective	No	3
MTC	4XX	MTC Upper Division Elective	No	3
<i>Section sub-total:</i>				6
<b>Other Concentration Requirements</b>				<b>Credit Hours</b>
<i>E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable</i>				
The capstone experience is referred to as Portfolio/Thesis/Creative project and is listed above in required concentration courses – MSC 489 Popular Music Capstone Project.				-
Internships occur as part of the Popular Music Specializations, which are listed above in required concentration courses – MSC 474 Popular Music Specializations.				-
<i>Section subtotal:</i>				0
<b>Total minimum credit hours required for concentration</b>				73

**Track Groups for Music History Courses:**
**Music + Geographies**

- MHL 344: Music in World Cultures (HU & G)
- MHL 394: Music in the Middle East
- MHL 440: Topics in 20<sup>th</sup> Century Music (L or HU)
- MHL 494: Jazz Musicians as Composers
- MHL 494: Music of the Silk Road

**1900-Present**

- MHL 342: Music History II (HU)
- MHL 394: Pop Music and Race
- MHL 440: Topics in 20<sup>th</sup>-Century Music (L or HU)
- MHL 494: American Aesthetics after 1960
- MHL 494: Concerts in the 20<sup>th</sup> Century
- MHL 494: Jazz Musicians as Composers
- MHL 494: Music and Film
- MHL 494: Opera and Music Theater since 1950

**Track Groups for MUP Ensembles:**

- MUP 441: Popular Music Ensemble
- MUP 442: Instrumental Ensembles
- MUP 443: Choral Ensembles
- MUP 444: Concert Band
- MUP 450: Choral Union
- MUP 455: Arizona Statesmen
- MUP 457: Women’s Chorus
- MUP 458: ASU Gospel Choir

MUP 479: Chamber Music Ensembles  
MUP 485: Percussion Ensemble  
MUP 486: Jazz Band  
MUP 489: Ethnomusicology Ensembles

**Popular Music Specialization course Track Group**

IAP 321: Music Composition I  
IAP 322: Multitrack Digital Recording

IAP 325: Sound Performance: Exploring Alternative Performance Groups  
IAP 421: Composition: Process, Technique, and Style II  
IAP 469: Advanced Audio Production  
MSC 474: Popular Music Specialization

- C. A minimum residency requirement: How many hours of the concentration must be ASU credit?

30

- D. Provide a brief course description for each new course.

*Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost's Office approval before this concentration is put on the CAPC agenda.*

MSC 221: Popular Music Lab: Rhythm Section - a menu of courses designed to build popular music-specific musicianship skills

MSC 443: Popular Music Forum - a studio class that functions as a collaborative lab for all popular music students regardless of their musicianship specializations

MSC 451: Popular Music Industry Studies I - designed to familiarize students with aspects of the music industry, business, law, operations, and management

MSC 452: Popular Music Industry Studies II - continuation of MSC 451: Popular Music Industry Studies I; designed to further familiarize students with aspects of the music industry, business, law, operations, and management

MSC 474: Popular Music Specialization - a menu of courses designed to deepen specific aspects of students' musicianship in the context of popular music; each specialization course will have an associated internship that will provide students with opportunities to apply what they are learning in a real-life context while also gaining additional skills and understanding

MSC 489: Popular Music Capstone Project - a culminating project reflecting students' work in their chosen area of emphasis within the realm of popular music, including areas such as performing, songwriting, composing, film scoring, recording, producing, or promoting

MUP 441: Popular Music Ensemble: ensemble focusing on one or several popular music styles involving in-depth study and application of specialized, professional skills in performing with two or more players of like or unlike instruments and/or voice

**3. Administration and Resources**

- A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

The concentration will be administered as all degrees and concentrations in the ASU School of Music are handled. The Coordinator of Academic Affairs oversees the recruitment, application, admission, enrollment and undergraduate processes for all students in the school. The Assistant Director for Undergraduate Studies handles any issues that arise in these processes. Admission and scholarship decisions are communicated in March each year. The ASU School of Music Academic

Affairs Office communicates regularly with the Herberger Institute Assistant Dean on all issues relating to undergraduate admissions and the Herberger Institute Office of Student Success on degree progress.

**B. What are enrollment projections for the next three years?**

	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (Yr 1 & 2 continuing + new entering)
Number of Students (Headcount)	20	40	60

**C. What are the resource implications for the proposed concentration, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.**

The School of Music listed a “Director of Popular Music, rank and position based on experience” on its 2018-19 hiring plan, and has reserved funds from a retirement to fund this faculty line. The school will depend on enrollment growth and increased FTE to fund additional faculty for the program.

The School of Music will add the new faculty hire to the Music Library Committee so that necessary library resources can be procured for the program.

The School of Music will require new facilities space to support this program through rehearsal, practice, studio, and classroom spaces, and has worked with the Herberger Institute Dean’s Office in order to procure new facilities. The Herberger Institute Dean has worked with the President and Provost on procuring space to include the needs of the program beginning in 2021 on the downtown Phoenix campus as part of the Herberger Institute Creative City Center. We plan to partner with area music venues so that our students can perform in venues similar to those they will see in the professional world. The school believes the space needs for students in the 2020-21 academic year can be met by procuring space through a combination of rental space and spaces that may be available at such buildings as the Community Services Building.

**D. Please list the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.**

<b>Name</b>	<b>Title</b>	<b>Area(s) of Specialization as they relate to proposed concentration</b>
Michael Kocour	Director of Jazz Studies	Composition, writing and arranging, improvisation
Jeff Libman	Clinical Assistant Professor of Jazz Studies	Songwriting, composition, writing and arranging
Deanna Swoboda	Associate Professor of Music, Tuba and Euphonium	Music entrepreneurship, music product development
Evan Tobias	Associate Professor of Music Education	Digital participatory culture, popular music lab
Christopher Wells	Assistant Professor of Musicology	Popular music history
Michael Shellans	Senior Lecturer	Popular music studies
TBD	Director of the Popular Music Program	Music industry, music production

**4. Additional Materials**

- A. Prepare and attach a Major Map. If this program will be delivered online as well as in-person, attach a copy of both the major map and the online major map. Please use the "proposed map" function to create a Major Map in [BAMM](#). Instructions on how to create a "proposed major map" in BAMM can be found in the [Build a Major Map Training Guide](#).
- B. *Complete and attach the [Appendix document](#).*
- C. Attach other information that will be useful to the review committees and the Office of the University Provost.

**PROVOST OFFICE APPROVAL(S)**

**This proposal has been approved by all necessary Provost office levels of review. I recommend implementation of the proposed organizational change.**

**Office of the University Provost**

**Signature**

**Date:**     /     /20

*Note: An electronic signature, email, or a PDF of the signed signature page is acceptable.*



**APPENDIX  
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS**

(This information is used to populate the [Degree Search](#)/catalog website.  
Please consider the student audience in creating your text.)

**Proposed Major and Concentration Name:** BA in Music (Popular Music)

**1. Marketing Description** (*Optional. 50 words maximum. The marketing description should not repeat content found in the program description.*)

Are you interested in performing, songwriting, creating, recording or producing popular music? This flexible bachelor’s degree program allows you to choose your pathway of study and includes four semesters of applied study with internships and a capstone project.

**2. Program Description** (150 words maximum)

The popular music concentration within the BA program in music at Arizona State University welcomes and accommodates 21st century musicians interested in popular music, music industry studies and entrepreneurship. This includes but is not limited to singers and songwriters, laptop performers or composers, guitarists, bassists, keyboardists, and other instrumentalists and vocalists whose musical practices and playing styles are representative of varied popular music idioms. Some classes for this program will be offered on the Downtown Phoenix campus.

Students in this concentration develop musicianship and expertise in creating, songwriting, performing and producing music. All students gain a working knowledge of the music industry and music business, and the entrepreneurial skills necessary to gain meaningful employment upon graduation. Students participate in individual applied study in a chosen specialization, as well as a variety of group performances and production opportunities. Internships associated with specialization courses provide opportunities for students to apply their learning in a real-life context. A capstone course allows students to develop original work in their chosen area of emphasis.

**3. Contact and Support Information**

Building code and room number: ([Search ASU map](#))      MUSIC 169  
 Program office telephone number: (i.e. 480/965-2100)      480/965-5069  
 Program Email Address:      musicadmissions@asu.edu  
 Program Website Address:      https://music.asu.edu

**4. Additional Program Description Information**

- A. Additional program fee required for this program?      Yes       No
- B. Does this program have a second language requirement?      Yes       No

**5. Delivery/Campus Information Options**

Ground Immersion

*Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and [Philip Regier](#) (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus [then](#) complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request.*

**6. Campus/Locations** *indicate all locations where this program will be offered.*

Downtown Phoenix       Polytechnic      X Tempe       Thunderbird       West       Other:      Some classes for this degree

will be offered on the downtown campus.

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### 7. Career Opportunities & Concentration(s)

Provide a brief description of career opportunities available for this degree program with the proposed concentration. (150 words maximum)

The bachelor's degree in music with a concentration in popular music prepares students for potential careers in the popular music industry that involve creativity and creating new work, being a flexible musician, collaborating with others in the community and having knowledge of music business and music marketing. Possible jobs include:

- concert management and promotion
- entrepreneurship
- music marketing
- music performance in the popular music sector
- music publishing
- nonprofit arts related work
- teaching a private studio
- work in music related fields

### 8. Additional Freshman Admission Requirements

If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

Audition Process for admittance to BA in Music (Popular Music) concentration:

#### **Artist Statement:**

All auditioning students must submit an artist statement explaining both their current work and vision of their future work in popular music. A minimum of 250 words is required.

#### **Audition:**

Live auditions or recorded auditions are required for admission to the BA program in popular music and for placement in MUP 111 Studio Instruction in popular music. A live audition consists of a 15-minute performance or presentation consisting of three to five selections of live or digital music performance. The selections may be original works or selections from popular music repertoire. The audition will also include scales, improvisation and aural skills. Students may also provide a recorded sample of their creative popular music work if they so choose.

For students seeking to pursue popular music performance, a live or recorded performance video is required for at least part of the audition. For other disciplines in which a video is not possible (studio recording, music creation and composition), students are required to submit a digital audio sound recording of three to five selections.

The audition also includes a live or remote interview. A live audition is preferred. Applicants who are unable to visit the campus for a live audition may upload a recorded audition to the School of Music application. These students will be contacted by faculty to arrange a remote interview.

Students interested in pursuing classical music lessons are required to follow the classical repertoire audition requirements for MUP 111 Studio Instruction in addition to auditioning for MUP 111 Studio Instruction in popular music.

### 9. Additional Transfer Admission Requirements

If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

Students transferring from community colleges, other universities or other ASU programs engage in the same audition process as first-year students.

Transfer students are encouraged to audition during the semester before they wish to enroll at ASU. They will also take piano and music theory diagnostic exams at that time to insure placement in appropriate coursework.

Transfer of courses from other accredited institutions is subject to the existence of parallel and equal courses in the college's curriculum, and departmental or school evaluation of studio and class piano courses with respect to performance standards.

Every candidate for the bachelor's degree must earn a minimum of 30 credit hours in resident credit at ASU. Transfer students enrolled in the institute must complete a minimum of 15 resident credit hours in the major as approved by the faculty.

#### **10. Change of Major Requirements**

*Standard change of major text is as follows:* A current ASU student has no additional requirements for changing majors. Students should refer to <https://students.asu.edu/changingmajors> for information about how to change a major to this program.

*If applicable, list any additional requirements for students who may change their major into this program.*

An ASU student who would like to change majors to one offered by the Herberger Institute or one of its programs must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A"), and may change their major to the BA in music with a concentration in popular music if they successfully complete the audition process required for admittance, and are accepted into the degree.

#### **11. Global Experience**

The following text is standard global experience text. If applicable, edit or add to the text to tailor it to your program.

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. <https://mystudyabroad.asu.edu>.

#### **12. Keywords**

*List all keywords used to search for this program (limit 15). Keywords should be specific to the proposed program.*

popular music, pop, rock, music industry, music business, hip hop, DJ, turntable, gospel, create, song writing, composition, recording, audio engineering, sound engineering, DIY

#### **13. Advising Committee Code**

*List the existing advising committee code associated with this degree.*  
UGHAMP "Music"

*Note: If a new advising committee needs to be created, please complete the following form:*  
[Proposal to create an undergraduate advising committee](#)

#### **14. Western Undergraduate Exchange (WUE) Eligible**

*Has a request been submitted to the University Provost by the Dean to consider this degree program as eligible for [WUE](#)?*

No

*Note: **No** action will be taken during the implementation process with regards to WUE until approval is received from the University Provost.*

#### **15. First Required Math Course**

*List the first math course required in the major map.*

MAT 117, 119 or 142.

#### **16. Math Intensity**

- a. List the highest math required on the major map. (This will not appear on Degree Search.)  
MAT 117, 119 or 142
- b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: <https://catalog.asu.edu/mathintensity>  
General

**17. ONET Codes**

Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: <http://www.onetonline.org/crosswalk/SOC/>. Alternate titles displayed on Degree Search may vary and can be found at: <https://catalog.asu.edu/alternate-career-titles>.

27-2041	27-4014.00
.....	.....
27-2042.00	27-2042.01
.....	.....
25-1121.00	27-2041.02
.....	.....
13-1011.00	.....
.....	.....
27-2012.04	.....
.....	.....

**18. Area(s) of Interest**

A. Select **one** (1) primary area of interest from the list below that applies to this program.

- |  |  |
|--|--|
| <input type="checkbox"/> <a href="#">Architecture &amp; Construction</a> | <input type="checkbox"/> <a href="#">Health &amp; Wellness</a>             |
| <input checked="" type="checkbox"/> <a href="#">Arts</a>                 | <input type="checkbox"/> <a href="#">Humanities</a>                        |
| <input type="checkbox"/> <a href="#">Business</a>                        | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a>         |
| <input type="checkbox"/> <a href="#">Communications &amp; Media</a>      | <input type="checkbox"/> <a href="#">Law, Justice &amp; Public Service</a> |
| <input type="checkbox"/> <a href="#">Computing &amp; Mathematics</a>     | <input type="checkbox"/> <a href="#">STEM</a>                              |
| <input type="checkbox"/> <a href="#">Education &amp; Teaching</a>        | <input type="checkbox"/> <a href="#">Science</a>                           |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>    | <input type="checkbox"/> <a href="#">Social and Behavioral Sciences</a>    |
| <input type="checkbox"/> <a href="#">Entrepreneurship</a>                | <input type="checkbox"/> <a href="#">Sustainability</a>                    |
| <input type="checkbox"/> <a href="#">Exploratory</a>                     |  |

B. Select **one** (1) secondary area of interest from the list below that applies to this program.

- |  |  |
|--|--|
| <input type="checkbox"/> <a href="#">Architecture &amp; Construction</a> | <input type="checkbox"/> <a href="#">Health &amp; Wellness</a>             |
| <input type="checkbox"/> <a href="#">Arts</a>                            | <input type="checkbox"/> <a href="#">Humanities</a>                        |
| <input type="checkbox"/> <a href="#">Business</a>                        | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a>         |
| <input type="checkbox"/> <a href="#">Communications &amp; Media</a>      | <input type="checkbox"/> <a href="#">Law, Justice &amp; Public Service</a> |
| <input type="checkbox"/> <a href="#">Computing &amp; Mathematics</a>     | <input type="checkbox"/> <a href="#">STEM</a>                              |
| <input type="checkbox"/> <a href="#">Education &amp; Teaching</a>        | <input type="checkbox"/> <a href="#">Science</a>                           |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>    | <input type="checkbox"/> <a href="#">Social and Behavioral Sciences</a>    |

[Entrepreneurship](#)

[Sustainability](#)

[Exploratory](#)

The following fields are to be completed by the Office of the University Provost.

**CIP Code:**








**Plan Code:**

## 2019 - 2020 Major Map Music (Popular Music) ( ) (Proposed)

Degree:

College/School:

Hide Course List(s)/Track Group(s)

<b>Term 1</b>	<b>0 - 15 Credit Hours Critical course signified by </b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
	Milestone: School of Music students must successfully complete an entrance audition into the major before enrolling at ASU.			<ul style="list-style-type: none"> <li>• An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses.</li> <li>• Mathematics Placement Assessment score determines placement in mathematics course.</li> <li>• ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students. MUP 101: The ASU School of Music Experience is required of all freshman music majors.</li> <li>• Completion of Piano Diagnostic Exam determines placement into Class Piano courses.</li> <li>• Applicability of transfer credit for ensemble requirements and studio instruction is determined based on successful completion of audition and review of transcripts.</li> <li>• Courses offered in fall semester only: MTC 125, MUP 101, MUP 131.</li> <li>• Complete resume in MUP 101.</li> </ul>
	Milestone: School of Music students must successfully complete the music theory diagnostic exam before enrolling in School of Music courses.			
	MSC 443: Popular Music Forum	1	C	
	MUP 101: The ASU School of Music Experience	1	C	
	MUP 111: Studio Instruction	2	C	
	MUP 441: Popular Music Ensemble	1	C	
	ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
	MTC 125: Basic Music Theory	3	C	
	MUP 131: Class Piano	1	C	
	Mathematics (MA)	3		
	Term hours subtotal:	15		

## **Term 2** 15 - 32 Credit Hours Critical course signified by

**Hours** **Minimum Grade**

**Notes**

❗ MSC 443: Popular Music Forum	1	C
❗ MUP 111: Studio Instruction	2	C
❗ MUP 441: Popular Music Ensemble	1	C
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C
MHL 140: Sounds and Cultures (HU & G)	3	C
MTC 221: Music Theory: 18th Century	3	C
MUP 132: Class Piano OR MSC 221: Popular Music Lab	1	C
Social-Behavioral Sciences (SB) AND Historical Awareness (H)	3	
❗ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).		
Term hours subtotal:	17	

- Applicability of transfer credit for ensemble requirements and studio instruction is determined based on successful completion of audition and review of transcripts.
- Courses offered in spring semester only: MTC 221, MUP 132.
- Familiarize yourself with information about musicians' health.

**Term 3 32 - 47 Credit Hours Critical course signified by ❗**

**Hours Minimum Grade**

**Notes**


❗ MSC 443: Popular Music Forum	1	C
❗ MUP 111: Studio Instruction	2	C
❗ 4** MUP Music Ensemble (MUP 441 recommended)	1	C
MTC 222: Music Theory: 19th Century	3	C
MUP 231: Class Piano OR MSC 221: Popular Music Lab	1	C
Literacy and Critical Inquiry (L)	3	
Natural Science - Quantitative (SQ)	4	
❗ Complete Mathematics (MA) requirement.		
❗ Complete MUP 131 by end of term 3.		
Complete First-Year Composition requirement.		
Term hours subtotal:	15	

- Applicability of transfer credit for ensemble requirements and studio instruction is determined based on successful completion of audition and review of transcripts.
- Students intending a career in music industry should register for MSC 451 in term 3.
- See course list below for MUP 4\*\* Music Ensemble course options.
- Courses offered in fall semester only: MTC 222, MUP 231.
- Participate in at least two ensemble performances.

**Term 4 47 - 64 Credit Hours Critical course signified by ❗**



**Hours Minimum Grade**

**Notes**

 MSC 443: Popular Music Forum	1	C
 MUP 111: Studio Instruction	2	C
 4** MUP Music Ensemble (MUP 441 recommended)	1	C
MTC 223: Music Theory: 20th Century	3	C
MUP 232: Class Piano OR MSC 221: Popular Music Lab	1	C
Computer/Statistics/Quantitative Applications (CS) ( MHL 201 recommended)	3	
Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C)	3	
Elective	3	
 Milestone: Rising Junior Milestone Interview		
Term hours subtotal:	17	

- Applicability of transfer credit for ensemble requirements and studio instruction is determined based on successful completion of audition and review of transcripts.
- Students intending a career in music industry should register for MSC 452 in term 4.
- See course list below for MUP 4\*\* Music Ensemble course options.
- Courses offered in spring semester only: MTC 223, MUP 232.
- Select a faculty mentor to guide your degree work.

**Term 5 64 - 80 Credit Hours Necessary course signified by **

	Hours	Minimum Grade
 MSC 443: Popular Music Forum	1	C
 Upper Division MHL: Music History (1900-Present)	3	C
MSC 451: Popular Music Industry Studies I	2	C
Upper Division Popular Music Specialization	3	C
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4	
Elective	3	
Term hours subtotal:	16	

- Students must take 3 upper division MHL courses. Students must take one course each from the 1900-Present and Music + Geographies track groups, and one MHL elective.
- Students must take 1 upper division MTC elective.
- The upper division MHL and MTC courses may be taken in a different order than shown on the major map, however, they are all required.
- In consultation with Faculty, students take four courses from the Popular Music Specialization track group.

**Term 6 80 - 95 Credit Hours Necessary course signified by **

	Hours	Minimum Grade
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**Notes**



★	MSC 443: Popular Music Forum	1	C
★	Upper Division MHL: Music History (Music + Geographies)	3	C
	MSC 452: Popular Music Industry Studies II	2	C
	Upper Division Popular Music Specialization	3	C
	Upper Division Humanities, Arts and Design (HU)	3	
	Elective	3	
★	Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).		
★	Milestone: Rising Senior Milestone Interview		
	Term hours subtotal:	15	

- Students must take 3 upper division MHL courses. Students must take one course each from the 1900-Present and Music + Geographies track groups, and one MHL elective.
- Students must take 1 upper division MTC elective.
- The upper division MHL and MTC courses may be taken in a different order than shown on the major map, however, they are all required.
- In consultation with Faculty, students take four courses from the Popular Music Specialization track group.
- Gather a list of professional references.

**Term 7 95 - 108 Credit Hours Necessary course signified by ★**

	Hours	Minimum Grade
★	MSC 443: Popular Music Forum	1 C
★	MSC 489: Popular Music Capstone Project	3 C
	Upper Division Popular Music Specialization	3 C
	MTC Upper Division Elective	3 C
	Upper Division Literacy and Critical Inquiry (L)	3
	Term hours subtotal:	13

- Students must take 3 upper division MHL courses. Students must take one course each from the 1900-Present and Music + Geographies track groups, and one MHL elective.
- Students must take 1 upper division MTC elective.
- The upper division MHL and MTC courses may be taken in a different order than shown on the major map, however, they are all required.
- In consultation with Faculty, students take four courses from the Popular Music Specialization track group.

**Term 8** 108 - 120 Credit Hours Necessary course signified by ★

	Hours	Minimum Grade
★ MSC 489: Popular Music Capstone Project	3	C
Upper Division Popular Music Specialization	3	C
MHL Upper Division Elective	3	C
Elective	3	
Term hours subtotal:	12	

- Notes**
- Students must take 3 upper division MHL courses. Students must take one course each from the 1900-Present and Music + Geographies track groups, and one MHL elective.
  - Students must take 1 upper division MTC elective.
  - The upper division MHL and MTC courses may be taken in a different order than shown on the major map, however, they are all required.
  - In consultation with Faculty, students take four courses from the Popular Music Specialization track group.
  - Complete capstone project.

Hide Course List(s)/Track Group(s)

MUP Music Ensembles Course List	Music History: 1900-Present	Music History: Music + Geographies
MUP 441: Popular Music Ensemble	MHL 342: Music History II (HU)	MHL 344: Music in World Cultures (HU & G)
MUP 442: Instrumental Ensembles	MHL 394: Pop Music and Race	MHL 394: Music in the Middle East
MUP 443: Choral Ensembles	MHL 440: Topics in 20th-Century Music (L or HU)	MHL 440: Topics in 20th-Century Music (L or HU)
MUP 444: Concert Band	MHL 494: American Aesthetics after 1960	MHL 494: Jazz Musicians as Composers
MUP 450: Choral Union	MHL 494: Concerts in the 20th Century	MHL 494: Music of the Silk Road
MUP 455: Arizona Statesmen	MHL 494: Jazz Musicians as Composers	
MUP 457: Women's Chorus	MHL 494: Music and Film	
MUP 458: ASU Gospel Choir	MHL 494: Opera and Music Theater Since 1950	
MUP 479: Chamber Music Ensembles		
MUP 485: Percussion Ensemble		
MUP 486: Jazz Band		
MUP 489: Ethnomusicology Ensembles		
Popular Music Specialization Course		
IAP 321: Music Composition I		
IAP 322: Multitrack Digital Recording		
IAP 325: Sound Performance: Exploring Alternative Performance Groups		
IAP 421: Composition: Process, Technique, and Style II		
IAP 469: Advanced Audio Production		
MSC 474: Music Specialization: Special Topics		



**Memorandum**

Date: December 5, 2018

To: Steven Tepper, Dean and Director, Herberger Institute for Design and the Arts

From: Heather Landes, Director of the School of Music

Re: BA in Music (Popular Music) Concentration Proposal

A handwritten signature in black ink, appearing to read "Heather Landes". The signature is written in a cursive style and is positioned to the right of the "From:" line.

The faculty of the School of Music have unanimously approved the proposed BA in Music (Popular Music) concentration proposal.

The goal of the BA in Music (Popular Music) is to attract, welcome, and accommodate 21st Century musicians engaged in creating popular music and to explore areas of study that are not currently served by the BA and BM curricula or in the universities in the state of Arizona. This includes music singer/songwriters, laptop performers or composers, guitarists, bassists, keyboardists, other instrumentalists whose musical practices are playing styles representative of varied popular music idioms, and music production and audio recording specialists. The BA in Music (Popular Music) student will develop musicianship and an expertise in creating, songwriting, performing and producing music. All students will gain a working knowledge of the music industry, music business, and entrepreneurship in order to gain meaningful employment upon graduation.

My signature indicates my support and approval for the establishment of this new concentration.

Dear Heather,

Please find feedback from our faculty below. Their suggestions for how we might collaborate both align with and supplement the possible ways you identified. Best of luck with your proposal. We look forward to continuing to work together.

Some IAP faculty have expertise in audio, video, composition, movement/dance/acting/choreography/direction, art history/theory, and many other areas relevant to the contemporary musician. There is some concern among our faculty that the focus on the popular is too nearsighted to be considered appropriate study within an R1 university. However, if the proposal is going forward, we propose that:

The proposal include the two courses listed below (322 and 469):

- IAP 322 Multitrack Digital Recording  
Similar to the MSC 474 presented in supporting documents for the popular music degree, this is based on theories and techniques of digital recording and production, with foci on digital audio theory, acoustics/psychoacoustics, transducers, microphone techniques, and recording/production techniques. All technical work is completed in our state-of-the-art recording facility at ASU West.
- IAP 469 Advanced Audio Production  
Is a course investigating combinations of image and sound. This includes a review of literature, and practical experimentation with binaural/surround sound, again utilizing our unique recording/production facilities.

In the proposal for Popular Music the capstone project is said to possibly encompass composition. This appears unrealistic as no composition classes are listed in the program. IAP has various classes devoted to the study of composition that might be considered for inclusion.

- IAP 104 Fundamentals of Sound Art, which covers a broad range of practices in sound-making, and students complete sound art projects in Ableton Live.
- IAP 321 Music Composition I and IAP 421 Composition Process, Technique, and Style II are composition classes focusing on the production of original music, without a strong emphasis on techniques normalized in the Western Art Music traditions.
- IAP 325 Sound Performance explores music performance in non-traditional ensembles and includes techniques for structured improvisation.

Finally, our faculty would like to explore if Herberger would allow IAP majors to take courses that would be beneficial to their research agendas.

As an indication of how IAP has prepared students for careers in popular music, these are examples of just a few of our students that are working towards careers in the music industry:

Tatiana Crespo

<https://www.facebook.com/taticrespoarte/>

<https://www.ticketfly.com/event/1653602-tatiana-crespo-friends-live-phoenix/>

Ignacio Herrera Jr (IC Cake)

<https://www.youtube.com/channel/UCZa153N7Nh0-aRazWm71lfw>

Stephen Gamo

<https://soundcloud.com/gamomusic>

Mark Leach

<https://soundcloud.com/mark-ellery-leach/tracks>

VJ for Ookay: <https://www.facebook.com/ookaymusic>

Omar Jahfari Bahari

<https://soundcloud.com/onedayjahfari>

Jason Cady

<http://jasoncadymusic.com/>

Irin Daniels

<http://marmerapictures.com>

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**Dr. Louis Mendoza, Director**

School of Humanities, Arts, and Cultural Studies  
New College of Interdisciplinary Arts and Sciences  
4701 W. Thunderbird Rd., FAB N201  
Glendale, AZ 85306-4908

P.O. Box 37100, MC 2151, Phoenix AZ 85069-7100

Arizona State University

Office: 602-543-6242

<https://newcollege.asu.edu/humanities-arts-cultural-studies-degree-programs>

<https://louismendoza.academia.edu/>

**From:** Heather Landes <[Heather.Landes@asu.edu](mailto:Heather.Landes@asu.edu)>

**Date:** Wednesday, December 5, 2018 at 4:35 PM

**To:** Louis Mendoza <[Louis.G.Mendoza@asu.edu](mailto:Louis.G.Mendoza@asu.edu)>

**Cc:** Kathryn Maxwell <[K.Maxwell@asu.edu](mailto:K.Maxwell@asu.edu)>

**Subject:** Undergraduate Concentration Proposal - BA in Music (Popular Music)

Dear Louis,

I've attached the draft proposal and major map for a proposed concentration in popular music within the School of Music.

I am writing to request an impact statement for the proposal from the New College – Interdisciplinary Arts and Performance.

We would welcome a list of courses from you that might fit within the planned curriculum. The two areas these courses would best fit would be the MSC 474 Popular Music Specialization topics course and electives. I've also attached a sample syllabus for MSC 474 for your review – you'll note this topics course is planned to include options such as: audio recording and music production courses, songwriting and arranging, additional music industry coursework, etc. We definitely thought of the following courses, but I'm sure your faculty will have other recommendations as well: IAP 102: Performance Techniques and Composition; IAP 104: Foundations of Sound Art; IAP 325: Sound Performance: Exploring Alternative Performance Groups.

Please let me know if you have any questions. I look forward to hearing back from you.

Thanks,  
Heather

**Heather Landes**

Director and Professor of Practice

Arizona State University

School of Music

PO Box 870405

Tempe, AZ 85287-0405

P: 480.727.6222 | F: 480.965.2659