



## BACHELOR OF ARTS IN COMMERCIAL MUSIC

### What is Commercial Music?

Tiffin University's cutting-edge bachelor's degree in commercial music balances coursework in musicianship, music technology and music business, so that students build a set of practical and employable skills. The program is unique among small private colleges, as TU gives students the hands-on opportunities that larger schools may not be able to offer - and is designed for students whose musical experiences, tastes and aspirations have been underserved by other colleges.

The program uses a diversity of musical styles - including popular music, jazz, rock, roots and hip-hop music - to teach musicianship and is flexibly designed to maximize personal growth, giving students the opportunity to both excel in strength areas and develop secondary skill areas that pertain to their individual career goals. All students develop their musicianship skills at the keyboard and on all rhythm section instruments, take courses in music technology and music business and complete a capstone project individually designed for each student. They also have the chance to work with successful professional producers who spend time in residence helping students with their studio projects. Tiffin University also regularly hosts music industry professionals who lead discussions about their work and give demonstrations of their craft.



### Why study Commercial Music?

Tiffin University's unique curriculum is designed specifically for students pursuing careers as an independent artist, producer, engineer or songwriter or in business-related music industry careers. While degree programs at other colleges are designed largely to serve classical music and music education careers, TU offers coursework designed to be flexible enough to serve a variety of career paths in the modern popular music and entertainment industries and gives students individual performance and recording studio opportunities that larger universities don't.

### What can I do with a Commercial Music degree?

TU commercial music students graduate with a diversity of skills that allows them to pursue careers in performance, music production, recording engineering, concert production, artist management, multimedia production or a variety of fields supporting music industry professionals.

#### *Specific roles may include:*

- Independent artist or producer
- Music director
- Recording studio engineer
- Sound technician
- Songwriter
- Composer for film and media
- Private music instructor
- Artist manager
- Booking agent
- Tour manager
- Music journalist
- Event coordinator
- Promoter
- Attorney

## How much will I earn with a BA in Commercial Music?

Average annual salary for full-time music industry careers ranges from \$45,000 to \$95,000, and many music professionals work multiple part-time and contract jobs with wages that can vary widely.

## What is your pathway to graduation?

YEAR 1	
FIRST YEAR FALL (15.5 cr)	FIRST YEAR SPRING (14.5 cr)*
MUS121 Musicianship I (4 cr)	MUS221 Musicianship II (4 cr)
MUS130 Intro to Music Tech (3 cr)	MUS182/184 Large Ensemble (0.5 cr)
MUS105 Musician Success Sem (1 cr)	MUS116 Private Music Instruction (1 cr)
MUS181/183 Large Ensemble (0.5 cr)	MUS100 Music Convocation (0 cr.)
MUS115 Private Music Instruction (1 cr)	DMD134 Intro to Digital Media (3 cr)
MUS100 Music Convocation (0 cr.)	COM130 Intro to Speech Communication (3 cr)
ENG141 Rhetoric and Intro Research Writing (3 cr)	DLT101 Digital Literacy & Tech Readiness (3 cr)
DEC100 Engage (3 cr)	

YEAR 2	
SECOND YEAR FALL (16.5 cr)	SECOND YEAR SPRING (14.5 cr)*
MUS230 Live Sound Engineering (3 cr)	MUS330 Recording Engineering (3 cr)
MUS240 Rhythm Section I (3 cr)	MUS340 Rhythm Section II (3 cr)
MUS281/283 Large Ensemble (0.5 cr)	MUS299 Second Year Project (1 cr)
MUS215 Private Music Instruction (1 cr)	MUS100 Music Convocation (0 cr.)
MUS100 Music Convocation (0 cr.)	MUS282/284 Large Ensemble (0.5 cr)
ART151 Principles of Design (3 cr)	MUS216 Private Music Instruction (1 cr)
MKT151 Intro to Marketing (3 cr)	ENG142 Rhetoric and Academic Writing (3 cr)
DEC200 Explore (3 cr)	Professional Track or Elective (3 cr)

YEAR 3	
THIRD YEAR FALL (16 cr)	THIRD YEAR SPRING (16 cr)
MUS360 Survey of Music Business (3 cr)	MUS460 Music Publishing (3 cr)
MUS315 Private Music Instruction (1 cr)	MUS316 Private Music Instruction (1 cr)
MUS100 Music Convocation (0 cr.)	MUS100 Music Convocation (0 cr.)
ENG152 Technical Writing (3 cr)	CMA352 Creator Career Development (3 cr)
DEC300 Connect (3 cr)	NAT130 Foundations of Healthy Living (3 cr)
MAT181/185/275 Math (3 cr)	Professional Track or Elective (3 cr)
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)
	Professional Track or Elective (3 cr)



YEAR 4	
FOURTH YEAR FALL (15 cr)	FOURTH YEAR SPRING (15 cr)
CMA470 Internship (3 cr)	MUS499 Senior Project (3 cr)
MUS100 Music Convocation (0 cr)	MUS100 Music Convocation (0 cr)
DEC400 Impact (3 cr)	HIS201/ENG201/PHI110/ART210/CUL210 (3 cr)
MAT273 Applied Statistics (3 cr)	Professional Track or Elective (3 cr)
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)
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	Professional Track or Elective (3 cr)

### What if I want to go on for a professional or graduate degree?

Tiffin University commercial music graduates can go on to pursue graduate degrees in music performance, music teaching and music technology, supporting careers as both secondary school and college music instructors. TU music alumni have also gone on to law school and to careers in entertainment law.

### Can I choose a minor, concentration or double major?

Students may pair the commercial music major with professional tracks made up of advanced coursework in the following areas:

- Songwriting
- Studio Writing
- Studio Production
- Teaching and Performing
- Additionally, students can build a custom area of study that supports their own unique career goals. These might include business management, marketing or digital media production.

### Enhance your degree with a designation, license or certification.

Commercial Music majors may pursue elective professional tracks in teaching and performing, studio production, studio writing and songwriting. They may also take coursework within TU's digital media professional tracks, including video production, photography and design or digital storytelling. These unique combinations of programs support a wide diversity of career paths and lead to a high level of marketability for aspiring creatives and multimedia content creators.



# Stay on track!

## YEAR 1

- Develop and hone your skills in musicianship and music technology as a foundation for further advanced study.
- Perform in a variety of settings, write new music and contribute to original projects in Tiffin University's pro recording studio.
- Receive dedicated instruction on a one-on-one level and begin to identify your potential pathways to professional success
- Collaborate with other students in large musical ensembles and audition for other extracurricular ensembles and organizations to get further experience as performers, producers and songwriters.

## YEAR 2

- Apply your musicianship, technology and entrepreneurship skills in coursework that allows you expand your expertise as a creative and abilities as an artist.
- Continue to receive individual instruction, participate in musical ensembles, recording studio work and collaborative projects.
- Prepare a comprehensive project that demonstrates your foundational skills and breadth of knowledge of what it takes to succeed as a music professional.

## YEAR 3

- Begin to specialize in specific areas pertinent to your unique career path and goals and have wide latitude and freedom to work on independent collaborative projects with other students and with TU faculty and creative staff.
- Consider pursuing a secondary study in other instruments and musical skills.
- With the support and mentoring of commercial music faculty, identify, seek and confirm a professional internship.

## YEAR 4

- Draw together your interests, experience and training in a senior project that demonstrates both breadth and depth of your professional skills.
- Continue advanced study in areas specific to your unique career goals.
- Gather more diverse real-world experiences in the classroom, co-curricular activities and independent projects.
- Receive further career advising from Career Services and mentorship as you establish connections in your professional network.
- Apply for graduation through the Registrar's Office at TU.

