

## New Program Proposal

Date Submitted: 07/20/22 10:13 am

### Viewing: **MUINCP : Music Industry Studies, Certificate of Proficiency**

Last edit: 10/24/22 9:05 am

Changes proposed by: jhertzog

Submitter:	User ID:	jhertzog	Phone:
2176218635			
Program Status	Active		
Academic Level	Undergraduate		
Type of proposal	Certificate		
Select a reason for this new program	Adding New Undergraduate Certificate of Proficiency (6-21 semester hours)--(LON)		
Effective Catalog Year	Summer 2023		
College/School Code	Fulbright College of Arts and Sciences (ARSC)		
Department Code	Department of Music (MUSC)		
Program Code	MUINCP		
Degree	Certificate of Proficiency		
CIP Code			

#### In Workflow

1. ARSC Dean Initial
2. Provost Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. MUSC Chair
7. ARSC Curriculum Committee
8. ARSC Dean
9. Global Campus
10. Provost Review
11. Undergraduate Council
12. Faculty Senate
13. Provost Final
14. Provost's Office-- Documentation sent to System Office
15. Higher Learning Commission
16. Board of Trustees
17. ADHE Final
18. Provost's Office-- Notification of Approval
19. Registrar Final
20. Catalog Editor Final

#### Approval Path

1. 11/04/21 3:36 pm  
Jeannie Hulen  
(jhulen): Approved

for ARSC Dean

Initial

2. 11/16/21 5:07 pm

Ketevan

Mamiseishvili

(kmamisei):

Rollback to Initiator

3. 01/21/22 8:43 am

Jeannie Hulen

(jhulen): Approved

for ARSC Dean

Initial

4. 01/21/22 12:28 pm

Ketevan

Mamiseishvili

(kmamisei):

Approved for

Provost Initial

5. 01/21/22 3:15 pm

Alice Griffin

(agriffin): Approved

for Director of

Curriculum Review

and Program

Assessment

6. 01/24/22 9:38 am

Gina Daugherty

(gdaugher):

Approved for

Registrar Initial

7. 01/24/22 4:30 pm

Doug Miles

(dmiles): Approved

for Institutional

Research

8. 01/24/22 4:35 pm

Rhonda Mains

(rmains): Approved

for MUSC Chair

9. 02/01/22 8:47 am  
Ryan Cochran  
(rcc003): Approved  
for ARSC Curriculum  
Committee
10. 02/01/22 12:34 pm  
Jeannie Hulen  
(jhulen): Approved  
for ARSC Dean
11. 02/17/22 10:26 am  
Suzanne Kenner  
(skenner): Rollback  
to Initiator
12. 07/20/22 11:39 am  
Jeannie Hulen  
(jhulen): Approved  
for ARSC Dean  
Initial
13. 07/21/22 3:46 pm  
Kathryn Sloan  
(ksloan): Approved  
for Provost Initial
14. 07/22/22 9:37 am  
Alice Griffin  
(agriffin): Approved  
for Director of  
Curriculum Review  
and Program  
Assessment
15. 07/25/22 7:31 am  
Gina Daugherty  
(gdaugher):  
Approved for  
Registrar Initial
16. 07/25/22 9:20 am  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research

17. 07/25/22 1:40 pm  
Rhonda Mains  
(rmains): Approved  
for MUSC Chair
18. 10/27/22 9:47 am  
Ryan Cochran  
(rcc003): Approved  
for ARSC Curriculum  
Committee
19. 10/27/22 10:42 am  
Jeannie Hulen  
(jhulen): Approved  
for ARSC Dean
20. 10/27/22 11:03 am  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
21. 10/31/22 8:40 am  
Jim Gigantino  
(jgiganti): Approved  
for Provost Review
22. 11/21/22 9:04 am  
Alice Griffin  
(agriffin): Approved  
for Undergraduate  
Council

50.1001 - Arts, Entertainment, and Media Management, General.

Program Title

Music Industry Studies, Certificate of Proficiency

Program Delivery

Method

Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total 12  
hours needed to  
complete the  
program?

## On-line/Web-based Information

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Reason for offering

Web-based Program

The online format provides our institution with the opportunity to engage with instructors that do not live in the Northwest Arkansas region. Importantly, these are exceptionally established music industry practitioners in various fields (management, law). Online delivery of courses in this program provides a connection to these faculty that allows them to teach and engage with our students while maintaining their full-time music industry work.

This certificate focuses on subjects that are critical for musicians in the 21st century that are not covered in our existing courses. The music industry, music law, entrepreneurship, and audio technology/production, are new subject areas in the department. The certificate allow us to offer these subjects in a format whereby they are accessible to music students in any degree plan, not confined to a particular course of study. In this way, we are allowing the greatest number of students to participate in this program. Additionally, because a significant portion of the contemporary music industry involves careers that are outside of music performance/composition/education (the typical offerings in any department of music), this certificate allows students from any major to engage with the music department and apply their skills from other degree plans (i.e., STEM) to music industry subjects and potential careers.

Our department views this certificate as sharing alignment with several aspects of our institution's mission:

-Teaching: The importance of vocational training for musicians, especially in the mechanics of the music industry and entrepreneurship/promotion, is critical for the student success of music majors. This program helps our department address these needs of our students while also increasing the potential number of students (SSCHs) served by the department by bringing in outside majors.

-Research: As a growing interdisciplinary field, music industry studies offers potential research collaborations between multiple arts and STEM units. Currently, our student run record label is an example of such a collaboration and offering this program provides groundwork for future work in this area. Having a music industry credential on our campus is certainly a prerequisite to attracting additional faculty in music economics, law, cultural policy, and other growing areas of scholarship.

-Service: Because this certificate can be taken by non-degree seeking students, it can provide an invaluable service to musicians all around Arkansas. The online delivery method will be especially valuable in this

respect. Musicians require continual professional development and this program will serve non-traditional students and working professionals by providing up-to-date content and access to high level faculty in music industry subfields. We anticipate a significant number of non-traditional students to eventually utilize this certificate.

In short, we anticipate this certificate will serve to drive enrollment (majors, non-majors, and non-traditional, non-degree seeking students), foster student success in a complex labor market, and raise the profile of the department by including new faculty and new subjects.

Maximum Class Size      25  
for Web-based  
Courses

Course delivery mode	Method(s)
	Online

Class interaction mode	Method(s):
	Other

Specify Other  
Interaction Methods  
The learning management system Blackboard

Percent Online  
100% with No Required Campus Component

Provide a List of  
Services Supplied by  
Consortia Partners or  
Outsourced  
Organization  
N.A.

Estimate Costs of the Program over the First 3 Years	Most of the costs incurred by this program are the fees to pay the adjunct lecturers. We estimate that Global Campus online revenue, not the
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Music Department,  
would cover the  
approximately  
\$20,000 of instructor  
costs per year. Most  
of these courses are  
already running and  
there would be no  
additional expense  
for them.

List Courses Taught  
by Adjunct Faculty

- MUIN 3213 - 21st Century Music Industry
- MUIN 4103 - Legal Aspects of the Music Industry

Upload  
Memorandum of  
Understanding Forms  
(if required)

## Program Requirements and Description

### Requirements

This program is designed to prepare students from a large variety of backgrounds for careers in many aspects of the music industry. Because the music industry is a vast, diverse, and global business, this certificate includes a wide range of courses and multiple options for capstone projects appealing to music creators, entrepreneurs, and those looking to work in major music industry firms. The certificate format allows broad access to this program by students in any major and can additionally serve the working professional music community in Arkansas by providing music industry training. Specifically, this certificate intends to prepare students for careers that include but are not limited to:

- Major and Independent Labels: Artist Development, Promotion, Marketing,
- Music Law: Copyright, IP, Publishing, Music Clearing
- Music Technology: Recording, Production, Gaming, Audio Software
- Music Management: Booking, Live Production, Branding, Digital Promotion

### Certificate Requirements

<a href="#">MLIT 1333</a>	Popular Music	3
<a href="#">MUIN 3213</a>	21st Century Music Industry	3
<a href="#">MUIN 4103</a>	Legal Aspects of the Music Industry	3

Total Hours

12

8-Semester Plan

N.A.

Program Costs

Most of the costs incurred by this program are the fees to pay the guest instructors. These fees are generated directly through the Global Campus. Most of these courses are already running and there would be no additional expense for them. Advertising and marketing for the program will require small human (labor) and material costs on behalf of the music department.

Library Resources

No additional resources needed.

Instructional

Facilities

None Required

Faculty Resources

No resources required beyond the immediate fees for the adjunct instructors – but those fees are generated by global campus.

List Existing Certificate or Degree Programs  
that Support the Proposed Program

Program(s)
MUSCBA - Music, Bachelor of Arts
MUSCBM - Music, Bachelor of Music
MUEDBM - Music Education, Bachelor of Music
MUSC-M - Music Minor

Are Similar Programs available in the area?

Yes

List institutions in  
Arkansas offering  
similar programs

Ouachita Baptist University - Bachelor of Arts in Music Industry



Why is the Program  
needed if offered at  
other institutions?

This material is essential in all post-secondary music programs. Our proposal is the only one in the State that offers such instruction to all majors, as well as non-degree seeking students (a student could only enroll in the certificate program without an accompanying BA or BM). In that regard it is completely unique. See references in supporting documentation for more on the need to incorporate music industry training in post-secondary music degrees.

Estimated Student  
Demand for Program

We anticipate this  
program will  
ultimately build up to  
40-60 students over  
a five year time  
period.

Scheduled Program  
Review Date

2032-2033

Program Goals and  
Objectives

#### **Program Goals and Objectives**

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- Music Technology, Recording, Production, Gaming, Audio Software
- Music Management: Booking, Live Production, Branding, Digital Promotion

Learning Outcomes

#### **Learning Outcomes**

### Learning Outcomes

#### Certificate Learning Objectives:

- a) Understand the basic history, law, and economics of the music industry
- b) Analyze current music industry trends
- c) Evaluate music through a popular culture and commercialization framework
- d) Demonstrate competency in digital music production techniques
- e) Use data to understand music industry decisions
- f) Understand historical and current diversity, equity, and inclusion issues in the music industry

#### Description and Justification for this request

Description of request	Justification for request
Creating an undergraduate certificate in music industry studies.	<p>The music industry collectively represents a global, \$50B industry with tremendous growth across many sectors. Increasingly linked with the larger entertainment and technology sectors, the music industry is a fast-growing field encompassing innumerable jobs in the modern creative and knowledge economy. College graduates seeking music industry employment need access to a broad base of professional training across subjects inside and outside of traditional music degrees. Therefore, we propose a certificate in music industry studies to prepare students from a variety of majors for careers in the music industry. Those careers include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Economics, Finance</li> <li>• Music Law, Copyright, IP</li> <li>• Music Technology, Recording, Production, Gaming, Audio Software</li> <li>• Artist Development: Promotion, Marketing, Entrepreneurship</li> <li>• Popular Music Composition: Songwriting, Film/Media Scoring</li> <li>• Globalization: Music Ecosystems, International Entertainment</li> <li>• Computer Science: Data Analytics, Blockchain,</li> </ul>

Description of request	Justification for request
	<p>Apps,</p> <ul style="list-style-type: none"> <li>• Music Management, Booking, Live Production</li> </ul> <p>Music industry credentials within higher music education are growing rapidly, up 25% from 2014. Offering a certificate in our department at this time provides the following advantages:</p> <ul style="list-style-type: none"> <li>• Available to all majors (reflecting the breadth of the music industry)</li> <li>• Well-suited to B.A. in Music students</li> <li>• Potential to “stand alone” for working professionals (non-degree seeking students)</li> <li>• Ability to “keep up” with the changing discipline through addition of new electives</li> <li>• Serves the land-grant mission by providing needed instruction to those within Arkansas</li> <li>• Serves the university priority of interdisciplinary collaboration</li> <li>• Develops relationships with music industry partners as guest faculty</li> </ul>

#### Upload attachments

[US-Music-Industries-Jobs-Benefits-Siwiek-Economists-Inc-April-2018-1-2-1.pdf](#)

[SNAAP\\_SpecialReport\\_2017.pdf](#)

[MUINCP - Certificate of Proficiency - Supporting Documentation.docx](#)

[MUINCP - Certificate of Proficiency - Degree Cost and Salary Earnings.docx](#)

[MUINCP - New Certificate of Proficiency - Ltr of Notification.pdf](#)

#### Reviewer Comments

**Ketevan Mamiseishvili (kmamisei) (11/16/21 5:07 pm):** Rollback: Please revise per e-mail sent on November 16.

**Alice Griffin (agriffin) (01/21/22 3:10 pm):** Reformatted LON to include title of certificate of proficiency. Also, inserted the justification in the reason for the modification. Inserted anticipated approval dates and renamed documents to match BOT naming convention.

**Alice Griffin (agriffin) (01/21/22 3:11 pm):** Courses in red have been submitted for approval.

**Alice Griffin (agriffin) (01/21/22 3:15 pm):** Removed comment from proposed courses and entered course title into the added course section to reflect course time within the red pending box.

**Suzanne Kenner (skenner) (02/17/22 10:26 am):** Rollback: Rolling back per discussion in the meeting held on February 16, 2022.

**Kathryn Sloan (ksloan) (07/21/22 9:53 am):** Fixed tuition cost. Changed "in state" to "out of state".

**Alice Griffin (agriffin) (07/22/22 8:36 am):** Revised scheduled program review date to match information submitted in the LON..

**Alice Griffin (agriffin) (07/22/22 9:22 am):** LON appeared to be corrupted. Reformatted and and renamed document to match BOT naming convention. Reformatted Supporting documentation to align with BOT requirements.

**Alice Griffin (agriffin) (07/22/22 9:25 am):** Removed syllabus. It is attached to the course proposal for MUIN 3313 (see Course Inventory).

**Alice Griffin (agriffin) (07/22/22 9:27 am):** MUIN 3313 is currently pending department chair approval.

**Ryan Cochran (rcc003) (10/24/22 9:05 am):** Uploaded revised LoN.

Key: 894