

FRANCIS MARION UNIVERSITY



FRANCIS MARION UNIVERSITY offers the Bachelor of Science degree in Music Industry.

THE MUSIC INDUSTRY PROGRAM provides training for students seeking an alternative to traditional performance and/or education paths in music. After taking foundation courses in applied music (vocal or instrumental), music theory, history, business and technology, students tailor their courses for their goals by concentrating in one of three specialty areas:

- 1] Performance track
- 2] Business track (marketing, promotion, venue management, etc.)
- 3] Technology track (recording, production, sound reinforcement, etc.)

PROGRAM GOALS are to prepare students for career opportunities within the music business arena. These might include: music publicity, marketing, and artist management; music publishing, merchandising, and physical or online retail/distribution; recording and media

development; entertainment law; venue management. The program also allows each student to hone personal tools in order to succeed in a career as a performer, composer, and/or educator.

THE CURRICULUM*

A well-rounded education that prepares students to succeed in the modern world is at the heart of the traditional liberal arts education. Graduation requirements for this degree are 48 semester hours of General Education requirements, 56 semester hours of Music Industry courses, and 18 semester hours of an approved minor.

This is a rigorous program with high expectation for participating students; the emphasis is on “music.” Students in all concentrations will have experience in the fundamentals of the performance, business and technology tracks of study.

*Specific requirements are subject to approval by university faculty.

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PREPARATION FOR THE PROGRAM

It is expected that students entering this degree program will have prerequisite vocal and/or instrumental skills. The student should be as capable vocally or instrumentally as a student beginning a music performance major.

While the ability to read music and formal training in music are not required to enter the program, students who have participated in a structured high school music program or have several years of study with a private teacher are in a much better position to succeed than students who have had no prior formal training. Basic music reading skills (pitch recognition in treble and bass clef and understanding of reading rhythms in quarter, eighth, and sixteenth notes) and basic music theory knowledge (key signatures, major scales, chord structure) are of enormous benefit to students starting the program.

The curriculum is not for persons specifically seeking an audio engineering degree, or seeking a music business designation of any kind. The Bachelor of Science degree in Music Industry develops a well-rounded understanding of the music and music industry arts.

FACILITIES

The **Francis Marion University Performing Arts Center**, in downtown Florence, just seven miles from the main campus, has greatly expanded the Music Industry's facilities. In addition to the main proscenium concert hall, it houses a more intimate black box theatre and an outdoor amphitheater, giving our students the practical education that can only come through exposure to a broad variety of venues with their associated production challenges. In addition, the PAC houses rehearsal and performance spaces, sound reinforcement facilities, faculty offices, and a music technology lab with keyboards interfaced with computers and software to assist students in composition, transcription, music theory and ear training.

The **Francis Marion University Recording Studio**, located near the PAC, is a state of the art facility. Industry standard microphones and classic analog preamps join with the ProTools rig, Avid C24 console and ADAM A7 monitoring. Voice and piano studios are also in the facility.

On campus, the **Hyman Fine Arts Center** is a Post-Modern building housing educational and performance spaces for the music program, including the 350 seat Fine Arts Theatre and the Adele Kassab Recital Hall, an intimate 150 seat performance space with infinitely variable acoustics.

Other campus performance venues are Chapman Auditorium in the McNair Science Building, Lawrimore Lecture Hall in the Cauthen Educational Media Center, Smith University Center Commons and Gymnasium. And of course, there are also the

less formal "coffee house" settings which provide an outlet for local musical talent in both invitational and "open mic" formats.

BEYOND THE CLASSROOM

Our faculty network with other music professionals internationally, so students have the opportunity to experience the industry from all sides.

Students may intern in positions like arts administration and management, recording studios, performance venues, artist touring staff and merchandising.

Professional musicians are brought to campus to perform. Visiting artists often offer masterclasses or discuss the industry with interested students.

Students perform and take part in developing the staging, light and sound design of performances.

SCHOLARSHIP OPPORTUNITIES

In addition to the academic scholarships and grants available to all Francis Marion University students through the University's Financial Assistance Office, the Department of Fine Arts is sometimes able to assist deserving students in a variety of ways. For additional information, please visit departments.fmarion.edu/finearts/schol01.htm

CONTACT INFORMATION

Please visit our website for additional information about our Music Industry Program: departments.fmarion.edu/finearts

To arrange a visit to campus and the Department of Fine Arts, call admissions at 843-661-1231.

For more specific information about studies in Music Industry at Francis Marion University, call (843) 661-1385 or contact:

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