

# Commercial Music: Music Entrepreneurship Certificate

This program roadmap represents one possible pathway to complete the program. **Please see a counselor** to create an education plan that is customized to meet your needs. This roadmap is not a guarantee of course availability or financial aid applicability. For counseling appointments call 916.608.6510.

Total Units: 30.5

## First Year

### Semester 1

8 Units

| COURSE  | UNITS | PRE-REQS^ | SEMESTERS OFFERED* |
|---|-------|-----------|--------------------|
| <b>MUFHL 321</b><br>Basic Musicianship            | 3     |           | F, S               |
| <b>Music Elective: See List Below<sup>1</sup></b> | 2     |           | F, S               |
| <b>MUSM 110</b><br>The Business of Music          | 3     |           |                    |

#### <sup>1</sup> Music Elective List: Minimum of 2 units

MUP 310: Orchestra

MUP 320: Jazz Band

MUP 350: Concert Choir I

MUP 360: Chamber Singers

MUP 357: College Chorus

MUP 400: Vocal Ensemble

MUP 424: Commercial Music Ensemble

MUP 426: World Music Ensemble

### Semester 2

12 Units

| COURSE   | UNITS | PRE-REQS^ | SEMESTERS OFFERED* |
|--|-------|-----------|--------------------|
| <b>MUSM 334</b><br>Introduction to Musical Instrument Digital Interface (MIDI) | 2     | MUFHL 321 | F, S               |
| <b>MUSM 111</b><br>The Business of Music                                       | 3     |           | F, S               |
| <b>MUSM 320</b><br>Contemporary Songwriting                                    | 3     |           |                    |
| <b>MUFHL 400</b><br>Music Theory and Musicianship I                            | 4     |           |                    |

## Second Year

### Semester 3

10.5 Units

## Notes

Upon completion of this program, the student will be able to:

- demonstrate a mastery of commercial music styles on one primary instrument/voice including demonstrating an ability to improvise solo passages.
- understand key changes in the music industry and the related economic opportunities created by these emerging technologies and revenue streams.
- evaluate the relative advantages of professionally produced audio recordings/media vs. "do-it-yourself" recordings/media and describe the industry applicability of both.
- construct a business marketing plan for a performing artist/ensemble based upon models of expanding local, regional and national industry markets.
- explain the processes of protecting intellectual property in the music industry including song registration, copyrighting original works and trademark registration.

## Zero Textbook Costs (ZTC):

The Zero Textbook Costs designation and logo are added to any course that provides free access to all required instructional materials. These are typically shared with students through Canvas. Courses that are designated as ZTC may still require students to purchase supplemental materials such as lab coats, a calculator,

| COURSE   | UNITS | PRE-REQS^ | SEMESTERS OFFERED* |
|--|-------|-----------|--------------------|
| <b>MUFHL 401</b><br>Music Theory and Musicianship II                     | 4     | MUFHL 321 | F, S               |
| <b>MUSM 356</b><br>Pro Tools 101, Introduction to Pro Tools              | 1.5   | MUSM 334  | F, S               |
| <b>MUSM 498</b> <sup>Z</sup><br>Work Experience in Music Specializations | 3     |           | F, S               |
| <b>MUIVI 380</b> <sup>Z</sup><br>Improvisation Workshop I                | 2     |           |                    |

<sup>Z</sup> At least one section of this course is offered with free textbooks and is labeled as zero textbook costs (ZTC). If it is a GE area class or elective, there may be several ZTC offerings to fulfill the GE requirement. Use the Free Textbook filter to find these courses. Learn more on the [ZTC page of the college website](#).

art supplies, etc. See full definitions and searching tips on the [Zero Textbook Costs page](#) of the college website.