



2011-2012 Career Planning Guide

MUSIC TECHNOLOGY: Merchandising

Associate in Applied Arts and Sciences Degree (A.A.A.S.)

Shoreline Community College
16101 Greenwood Avenue North
Shoreline, WA 98133
Length of Program: 95 credits, 6 quarters
Completion Award: A.A.A.S. Degree

Program Advisor:
Steve Malott 206 546-4670 Room 810
Bruce Spitz 206 546-4662 Room 807
<http://www.shoreline.edu/music>

Approximate Quarterly Costs*
Check quarterly class schedule for Tuition Table
Parking Fee Per Quarter (Daytime/Evening Only) \$15
Supplies and Equipment (Estimate for Program) \$50
Book prices vary widely. Average Quarterly Cost \$200
Additional Instructional Fees \$145

Enrollment: Fall (recommended), Winter, Spring

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*subject to change without notice

PROGRAM DESCRIPTION

The Music Technology Merchandising program option is designed to prepare students for a career in music merchandising and related occupations. Students learn the fundamentals of music theory, along with the basic elements of merchandising including marketing, salesmanship, legal issues, business math and practical accounting. In addition, students develop related skills in professional communications and human relations. Depending upon personal interests and career interests, students also choose from a wide variety of electives in music performance, business management, contract administration, commercial law, electronic music, radio and television production, and audio recording. Our program focuses on Macintosh applications.

PROGRAM OUTCOMES

Students who successfully complete this program should be able to:

1. Apply principles of marketing and salesmanship in the merchandising of musical products or productions.
2. Create radio commercials as well as educational and instructional industrial productions.
3. Communicate effectively in the workplace both verbally and in writing.
4. Apply basic business math skills and accounting principles to plan and evaluate merchandising strategies.
5. Explain the basic principles of music theory.
6. Apply principles of applied music and performance in a selected area of interest -- vocal or instrumental.
7. Use basic business computer software applications.

CAREER OPPORTUNITIES

Merchandisers focus on the sale and promotion of musicians, musical products and services such as live performances, music recordings and videos, musical instruments, analog and digital audio equipment, MIDI equipment and sheet music. Graduates from the Merchandising Option might work for talent agencies, booking agents, artist management companies, record companies, music publishing companies, record stores or audio and MIDI equipment manufacturers. Often the most lucrative positions in the music recording industry are found in major metropolitan areas such as Detroit, Los Angeles, Miami, Minneapolis, Nashville, New York, Seattle and Vancouver, B.C. Competition for the best paying jobs can be very stiff. Seattle has an active entertainment and recording industry which continues to grow. The growth of this industry is expected to remain steady over the next decade.

POTENTIAL POSITIONS INCLUDE

Booking Agent, Artist Management, Music Publisher, Producer, Retail or Product Sales Representative, Marketing Representative, Public Relations and Promotions. Entry level salaries range from \$16,000 to \$25,000 annually. For employment outlook, see the U.S. Dept. of Labor Occupational Outlook Handbook at <http://www.bls.gov/OCO/>.

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Shoreline Community College: A.A.A.S. Degree

PROGRAM PREREQUISITES

Students without secure knowledge of music fundamentals and keyboard ability should take MUSC 100 & 120 before taking MUSC& 141. Students completing ANY A.A.A.S. Degree in Music Technology are required to maintain a final grade of 2.0 in each music theory course and each digital audio course in order to progress to the next class.

Courses marked with an * meet the General Education/Related Instruction requirements.

PROGRAM REQUIREMENTS

<u>Core Curriculum</u>			<u>Cr.</u>	<u>Gr.</u>
ENGL& 101*	English Composition I		5	—
CMST 203*	Commun Across Difference		5	—
BUS 105*	Essentials of Human Rela		2	—
MUSTC 106 ¹	Acoustics of Music		5	—

<u>Music Requirements</u>			<u>Cr.</u>	<u>Gr.</u>
MUSC& 141	Music Theory I		5	—
MUSC& 142	Music Theory II		5	—
MUSC 151	Class Piano/Theory I		2	—
MUSC 152	Class Piano/Theory II		2	—
MUSTC 100	Vocational Music Seminar		2	—
MUSTC 101	Music Recording/Publishg		2	—
MUSTC 102	Rights/Methods-Mltimedia		2	—
MUSTC 143	Intro Pop/Com Mus Theory		3	—
MUSTC 274	MIDI Portfolio Development		2	—

<u>Business Requirements</u>			<u>Cr.</u>	<u>Gr.</u>
ACCT 101	Practical Acctg I		5	—
BUS 120	Principles of Marketing		5	—
BUS 225	Salesmanship		5	—
BUS& 201	Business Law		5	—
BUSTC 215	Prof Communications		5	—

<u>Music & Performance Electives</u>			<u>Cr.</u>	<u>Gr.</u>
<i>Select 18 credits from the Applied Music & Performance Electives.</i>				
—	—	—	2	—
—	—	—	2	—
—	—	—	2	—
—	—	—	2	—
—	—	—	2	—
—	—	—	2	—
—	—	—	2	—
—	—	—	2	—

<u>Other Electives</u>			<u>Cr.</u>	<u>Gr.</u>
<i>Select 10 credits from the Other Merchandising Option Electives.</i>				
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—	—	—	—	—
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Total Required Credits	95
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Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice, and final career decisions are the responsibility of the reader.

SAMPLE SCHEDULE

<u>Fall Quarter</u>			<u>Cr.</u>
ENGL& 101*	English Composition I		5
MUSC& 141	Music Theory I		5
MUSC 151	Class Piano/Theory I		2
MUSTC 100	Vocational Music Seminar		2
Music & Performance Electives			2

<u>Winter Quarter</u>			<u>Cr.</u>
CMST 203*	Commun Across Difference		5
MUSC& 142	Music Theory I		5
MUSC 152	Class Piano/Theory II		2
MUSTC 101	Music Recording/Publishg		2
Music & Performance Electives			2

<u>Spring Quarter</u>			<u>Cr.</u>
BUS 105*	Essentials of Human Rela		2
MUSTC 102	Rights/Methods-Mltimedia		2
MUSTC 106	Acoustics of Music		5
MUSTC 143	Intro Pop/Com Mus Theory		3
Music & Performance Electives			2

<u>Fall Quarter</u>			<u>Cr.</u>
ACCT 101	Practical Acctg I		5
BUS 120	Principles of Marketing		5
Music & Performance Electives			4

<u>Winter Quarter</u>			<u>Cr.</u>
BUS& 201	Business Law		5
BUS 225	Salesmanship		5
BUSTC 215	Prof Communications		5
Music & Performance Electives			4

<u>Spring Quarter</u>			<u>Cr.</u>
Merchandising Electives (see advisor)			10
MUSTC 274	MIDI Portfolio Development		2
Music & Performance Electives			4

STUDENT NAME

STUDENT I.D.

APPROVAL TO GRADUATE

ADVISOR APPROVAL _____ DATE _____

DIVISION DEAN APPROVAL _____ DATE _____

CREDENTIALS APPROVAL _____ DATE _____

¹ or other applied Quantitative Reasoning course.