



Bachelor of Arts in Music /Marketing Minor

I. General Education **56**

Area I: Communication and Mathematical Skills	12
Area II: Cultural-Social Foundations	8
Area III: Human Behavior	8
Area IV: Human Expression	4
Additional Courses from Areas II, III and IV	8
Area V: Natural Sciences	12
Area VI: College Component	4

Required Substitutions

Music Listening: MUS 121, MUS 122	(Area IV)
Non-Western Music CST 242	(Area VI)

II. Departmental Requirements **54**

Music Theory: MUS 101, 102, 103, 201, 202, 203	18
Musicianship: MUS 151, 152, 153, 251, 252, 253	6
Computer Applications: MUS 465	3
Music History: MUS 311, 312, 313	9
Applied Music (6 Quarters)	12
Large Ensemble ¹ : MUE	6
Recitals: MUS 100 (6 Quarters)	0

1: as appropriate to instrument/voice and background, as determined by director of bands, director of choral studies, director of orchestral studies (as appropriate) in consultation with a student's applied teacher

III. Related Requirements **10**

Either:

Keyboard Track
Music Electives (7 at 300-400 level) **10**

Or

Vocal/Instrumental Track
Keyboard: MUS 155, 156, 157 **3**
Music Electives (300-400 level) **7**

IV. College Requirements **27**

MUS 414 (Research Methods) **3**

Philosophy **4**

One of the following: PHL 323, 471, 472

Foreign Language (at 202 level) **20**

V. Business Requirement **30**

MKT Required Courses: 12 hours

MKT 250 Principles of Marketing **4**
MKT 303 Consumer Behavior **4**
MKT 446 Integrated Marketing **4**
Communications

MKT Elective Courses: 12 hours
(Choose 12 hours from the following)

MKT 325 Sports Marketing
MKT 356 Services Marketing
MKT 366 Personal Selling and Sales Management
MKT 421 International Marketing
MKT 447 Technologies in Marketing
MKT 451 Marketing Research
MKT 452 Marketing Strategy
MKT 461 Principles of Retailing
MKT 471 Business-To-Business Marketing
MKT 475 Entrepreneurship

Internship MUS 481 **6**

VI. Electives	15
300/400 level	8
General	7
Totals for degree	192

Graduation Requirements

All students must complete the program requirements of the major to which they have been admitted. In addition, to be eligible for a bachelor's degree from the College of Liberal Arts, students must

1. fulfill the university General Education requirements.
2. complete the residency requirement of 45 credit hours at Wright State. At least 15 of the last 45 hours for the degree must be taken in residence.
3. complete at least 192 credit hours with at least a 2.0 cumulative GPA. No more than eight hours of physical education courses apply toward a degree.
4. complete at least 100 credit hours of work within the college.
5. complete at least 60 credit hours in upper division courses (those numbered 300 and above). At least 30 of these must be taken at Wright State.
6. complete the required writing intensive course components, both in General Education and the major.

