Music (Popular Music), BA

Are you interested in a career in the modern music industry? This flexible bachelor's degree program allows you to choose from multiple specializations and includes four semesters of applied study, with internships and a capstone project.

Program Description

The popular music concentration within the BA program in music at Arizona State University welcomes and accommodates 21st century musicians interested in popular music, music industry studies and entrepreneurship. This includes singers and songwriters, laptop performers, producers, composers, instrumentalists, vocalists and musicians whose practices and playing styles are representative of varied popular music idioms. Students can elect to choose either the performer or non-performer track, following the flexible major map to cater to their desired experience.

All students in this concentration develop general musicianship and foundational skills which prepare them to specialize in areas of study which include songwriting, production, composition, performance, engineering, sound design, live sound and event production, music business, popular music education and advocacy work. Students participate in both group and individual applied study in chosen specializations, augmented by yearly special programing and opportunities. All students gain a working knowledge of the music industry and music business, and the entrepreneurial skills necessary to gain meaningful employment upon graduation.

Internship courses provide opportunities for students to apply their learning in a real-life context and begin building relationships. A capstone senior year allows students to work more intimately with faculty on perfecting their craft as well as preparing for the shift from ASU to the industry.

Students are required to have a personal laptop capable of running a digital audio workstation, and they may need to purchase music software applications depending on their specialization.

Students attend classes at the Downtown Phoenix campus.
At a Glance

- **College/School:** Herberger Institute for Design and the Arts
- **Location:** Downtown Phoenix
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** Any math course that meets the MA designation.
- **Math Intensity:** Moderate

**Required Courses (Major Map)**

2022 - 2023 Major Map
Major Map (Archives)

**Concurrent Program Options**

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

**Admission Requirements**

**General University Admission Requirements:**
All students are required to meet general university admission requirements.
First-year | Transfer | International | Readmission

**Additional Requirements:**

Audition Process for admittance to BA in Music (Popular Music) concentration:

**Artist Statement:**
All auditioning students must submit an artist statement explaining both their current work and vision of their future work in popular music. A minimum of 250 words is required.

**Audition:**
Live auditions or recorded auditions are required for admission to the BA program in popular music and for placement in MUP 111 Studio Instruction in popular music. A live audition consists of a 15-minute performance or presentation consisting of three to five selections of live or digital music performance. The selections may be original works or selections from popular music repertoire. The audition also includes scales, improvisation and aural skills. Students may also provide a recorded sample of their creative popular music work if they so choose.
For students seeking to pursue popular music performance, a live or recorded performance video is required for at least part of the audition. For other disciplines in which a video is not possible (studio recording, music creation and composition), students are required to submit a digital audio sound recording of three to five selections.

The audition also includes a live or remote interview. A live audition is preferred. Applicants who are unable to visit the campus for a live audition may upload a recorded audition to the School of Music, Dance and Theatre application. These students will be contacted by faculty to arrange a remote interview.

Students interested in pursuing classical music lessons are required to follow the classical repertoire audition requirements for MUP 111 Studio Instruction in addition to auditioning for MUP 111 Studio Instruction in popular music.

**Transfer Admission Requirements:**

Students transferring from community colleges, other universities or other ASU programs engage in the same audition process as first-year students.

Transfer students are encouraged to audition during the semester before they wish to enroll at ASU. They will also take piano and music theory diagnostic exams at that time to ensure placement in appropriate coursework.

Transfer of courses from other accredited institutions is subject to the existence of parallel and equal courses in the college's curriculum, and departmental or school evaluation of studio and class piano courses with respect to performance standards.

Every candidate for the bachelor's degree must earn a minimum of 30 credit hours in resident credit at ASU. Transfer students enrolled in the institute must complete a minimum of 15 resident credit hours in the major as approved by the faculty.

**Change of Major Requirements**

An ASU student who would like to change majors to one offered by the Herberger Institute or one of its programs must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A") and may change their major to the BA in music with a concentration in popular music if they successfully complete the audition process required for admittance and are accepted into the degree program.

Students should refer to https://changemajor.apps.asu.edu for information about how to change a major to this program.

**Transfer Options**
ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU™ to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.

**Program Learning Outcomes**

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Analyze key creative and artistic processes from a range of musical styles and historical periods.
- Apply music industry studies as it pertains to popular and contemporary music industry starting from the late 19th century to modern day.
- Execute professional level techniques in their chosen specializations.

**Global Opportunities**

**Global Experience**

With over 250 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students who wish to acquire global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and they may apply financial aid and scholarships toward program costs.

https://goglobal.asu.edu/

**Career Opportunities**

The Bachelor of Arts in music with a concentration in popular music prepares students for potential careers in the popular music industry that involve creativity and creating new work, being a flexible musician, collaborating with others in the community and having knowledge of music business and music marketing. Possible jobs include:

- concert manager and promotor
- contemporary composer
- entrepreneur and music marketer
- live sound engineer and live experience designer
- music performer in the popular music sector
- music publisher
• nonprofit arts-related worker
• songwriter or producer
• studio engineer or sound designer
• teacher a private studio

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Professor</td>
<td>5.6%</td>
<td>$69,690</td>
</tr>
<tr>
<td>Casting Director</td>
<td>10.0%</td>
<td>$76,400</td>
</tr>
<tr>
<td>Freelance Writer</td>
<td>1.7%</td>
<td>$67,120</td>
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<tr>
<td>Music Producer</td>
<td>1.7%</td>
<td>$52,250</td>
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<tr>
<td>Musician/Singer</td>
<td>0.9%</td>
<td>*</td>
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<tr>
<td>Public Relations Manager (PR Manager)</td>
<td></td>
<td>not available</td>
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<tr>
<td>Public Relations Specialist</td>
<td>7.2%</td>
<td>$62,810</td>
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<tr>
<td>Sound Recording Engineer</td>
<td>6.0%</td>
<td>$53,520</td>
</tr>
<tr>
<td>Talent Agent</td>
<td>11.8%</td>
<td>$75,420</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌟 Bright Outlook 🌿 Green Occupation

Contact Information

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