

Senate Reference No. 25-22

MEMORANDUM

TO: 2025-2026 Senate Executive Committee
 FROM: Alan Legg
 Chair, Curriculum Subcommittee
 DATE: 02/13/2026
 SUBJECT: Concentrations within the Music Industry major

The Curriculum Subcommittee reviewed a proposal from the School of Music for multiple concentrations within the Music Industry major (for the BS Music degree). We find that the proposal requires no Senate review.

Thank you for the opportunity to review this proposal.

Approve	Oppose	Abstain	Absent	Present Non-Voting
Alan Legg			Steve Carr	Nurgul Aitalieva
Tara Lewis			Carl Drummond	Abe Schwab
Terri Swim			Yanfei Liu	Lucas Mollema
Cigdem Gurgur			Sabene Rizvi	Tiffany Taylor-Smith
				Lacy Watson

Degree/Certificate/Major/Minor/Concentration Cover Sheet

Date:

Institution: Purdue

Campus: Fort Wayne

School or College:

Department:

Location: 80% or more online: Yes No

County:

Type:

Program name:

Graduate/Undergraduate:

Degree Code:

Brief Description:

Rationale for new or terminated program:

CIP Code:

Name of Person who Submitted Proposal:

Contact Information (phone or email):



Undergraduate Academic Program Memo

Date: 1/5/26

From: John Buteyn

To: Jeremy Grall, Director School of Music

Re: New Concentrations for Music Industry major

Brief description of the program:

The B.S. in Music (BSM) Music Industry major currently requires students to complete a minor in Business Studies. To broaden opportunities for students who wish to enter the various sectors of the Music Industry, we propose to add concentration options in eight (8) new areas. Students pursuing a Music Industry major must declare either the minor or one concentration, with options to add additional concentrations.

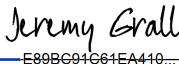
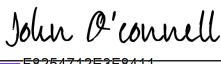
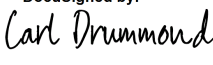
The concentration areas were designed, via cross-college collaborations, to support depth of knowledge and skills into specific aspects of the music industry professions. Students will demonstrate their learning in the concentrations during their Senior Seminar project.

Brief rationale for program request:

Students have requested additional focused areas of study. During their first course, MUSC 18203 - Survey of Music Industry and Copyright, students are introduced to a variety of professional opportunities that are available within the music industry. They have expressed interested in learning more areas including but not limited to marketing, graphic design, and venue management. In addition, there is a need within the state of Indiana for employees with these types of specialized knowledge areas. he proposed concentrations represent Top Jobs in the areas of Sales, Marketing Managers, Facilities Managers, Graphic Designers, and Public Relation Specialists. The occupations of Bookkeeping and Accounting; Meeting, Convention, and Event Planners, Personal Service Managers, and Journalism each are rated as 3 stars.

CIP Code: 50.0901

For completion by Office of Academic Affairs

<p>DocuSigned by:  <small>E89BC91C61EA410...</small></p>	<p>1/5/2026</p>
<i>Department Chair Signature</i>	<i>Date</i>
<p>Signed by:  <small>F8254712E3F8411...</small></p>	<p>1/7/2026</p>
<i>School Dean Signature</i>	<i>Date</i>
<p>DocuSigned by:  <small>27109142004746C...</small></p>	<p>1/5/2026</p>
<i>Vice Chancellor for Academic Affairs Signature</i>	<i>Date</i>

PLEASE NOTE: The Office of Academic Affairs will collect electronic signatures from the Chair, Dean, and Vice Chancellor for Academic Affairs after the form has been filled out and submitted to the Associate Vice Chancellor for Academic Programs with the rest of the program proposal.

Request for a New Concentration

Campus: PFW

School or College: Visual and Performing Arts

Department: School of Music

Degree and Major: BS in Music (BSM), Music Industry major

Title of Concentration: Multiple, see below

CIP Code: 50.0901

Effective Date (Session and Academic Year): Fall 2026

Mode of Delivery: Campus/Online/Distance/Hybrid

80% or more online:

Yes

No

If Hybrid, explain:

Who will administer the online aspect of this program (vendor, program)?

Brief Description of Concentration: *This may be published in the Catalog. A brief explanation of what the student will experience and/or learn; no more than 2-3 sentences.*

The B.S. in Music (BSM) Music Industry major currently requires students to complete a minor in Business Studies. To broaden opportunities for students who wish to enter the various sectors of the Music Industry, we propose to add concentration options in eight (8) new areas. Students pursuing a Music Industry major must declare either the minor or one concentration, with options to add additional concentrations.

The concentration areas were designed, via cross-college collaborations, to support depth of knowledge and skills into specific aspects of the music industry professions. Students will demonstrate their learning in the concentrations during their Senior Seminar project.

Justification

This section provides statements regarding the mission of the proposed concentration.

Need for the concentration:

Students have requested additional focused areas of study. During their first course, MUSC 18203 - Survey of Music Industry and Copyright, students are introduced to a variety of professional opportunities that are available within the music industry. They have expressed interested in learning more areas including but not limited to marketing, graphic design, and venue management.

In addition, there is a need within the state of Indiana for employees with these types of specialized knowledge areas. The Indiana Department of Workforce Development (DWD) rates occupations on a scale of 1-5. Those rated as a 4 or 5 represent “Top Jobs” – those with pay at/above the median income for the state of Indiana and are sectors with growth. The proposed concentrations represent Top Jobs in the areas of Sales, Marketing Managers, Facilities Managers, Graphic Designers, and Public Relation Specialists. The occupations of Bookkeeping and Accounting; Meeting, Convention, and Event Planners, Personal Service Managers, and Journalism each are rated as 3 stars – demonstrating some need for this specialized knowledge.

Target audience, including the expected number of students and benefits to them:

Only students enrolled in the BSM in Music Industry are eligible for the proposed concentration areas. We expect that 5-10 students will enroll in each concentration. However, we believe that these concentrations will allow for greater recruitment of students because students often want to know “what can I do” with this degree. The overall major sets the stage for employment but the options are vast. Selecting a specialized area of study allows for clear occupational pathways, resulting in increased interest and enrollment.

Focus of Research or career relevance:

As mentioned previously, these concentrations better prepare students for the diverse careers available in the music industry. The concentrations can lead to jobs in Music Sales, Music Marketing Managers, Music Facilities Managers, Graphic Designers for album covers/digital music, Music Public Relation Specialists, Bookkeeping and Accounting for music companies; Music Event Planners, Personal Service Managers for Musicians, and Music Journalism.

Because students will be expected to integrate their concentration area with the content learned in their Music Industry degree during their Senior Seminar, they will be well prepared when they pursue their first job post-graduation.

Description of how the concentration fits into and supports the existing degree program(s) and major(s).

As mentioned previously, the areas of concentrations are all covered in first course, MUSC 18203 - Survey of Music Industry and Copyright. This brings to light for students the various professional opportunities available within the music industry. Later in their program, upper-level courses in music industry cover broad aspects of industry. The concentrations will allow students a deep dive into an area of interest with the field of music industry. For example, students interested in being an Artist Manager would select the Management concentration; students interested in writing about/critiquing music would select the Journalism concentration; and students interested in concert event planning would select the Event Management concentration.

Description of the relationship to other concentrations in the degree program:

These are the first concentrations within this major, so there are no conflicts. Almost every concentration was created based on an existing minor to represent a separate area of specialization. Because most of the minors were under the desired 24 credits, additional courses were added to broaden and deepen student learning. Additionally, the minor in Business Studies remains an option in the program. This minor is broader than any of the three business concentrations allowing students a choice in how they want to focus their learning.

- Solve music industry related challenges using analytical and/or quantitative skills.

Concentration in Graphic Design

- Utilize research data, perceptual and conceptual skills to solve music industry problems creatively in graphic design media.
- Apply functional knowledge of design practices and opportunities, as well as professional ethics to enhance the effectiveness of design solutions.

Concentration in Recording & Production

- Demonstrate competency in the recording and production of music including live sound and the interface between music and video.
- Utilize appropriate technology to notate and create music, investigate and report scholarly research, and support the specific demands of their professional degrees.

Concentration in Public Relations

- Apply communication concepts and theories.
- Evaluate and apply the processes involved in productive conflict in the contexts (interpersonal, small group, organizational, mediated, public) to music industry professions.

Concentration in Journalism

- Explain the history and role of professionals and institutions in shaping communications.
- Apply professional ethical principles to music industry professions and work ethically in pursuit of truth, accuracy, fairness and diversity.

Will new courses be created for this concentration?

Yes
 No

If yes, list new courses and if proposals have been submitted:

Name of Person who Submitted Proposal: John Buteyn

Contact Information (phone and email): jbuteyn@pfw.edu (260) 481-0526

Appendix A.

B.S. Music Industry Concentrations Proposal

Concentration in Marketing (Department of Management & Marketing)

Required courses: Cr. 12

- BUS 10001 Principles of Business Administration Cr. 3 (P: ENGL 13100 and COM 11400 with grades of C- or better)
- BUS 20401 Business Communications Cr. 3 (P: ENGL 13100 and COM 11400 with grades of C- or better)
- ECON 20101 Introduction to Microeconomics Cr. 3 (P: MA 12401 or MA 11100 or MA 14000 or MA 15300 or higher with grade of C- or better, or placement at or above MA 15300)
- BUS 30101 Introduction to Marketing Cr. 3 (P: BUS 10001 and 20401 and P or C: ECON 20101 with grades of C- or better)

Electives (choose from): Cr. 12

- BUS 20102 Marketing for the Small Business Cr. 3
- BUS 30302 Marketing Research Cr. 3 (P: BUS 20101, BUS 30101 and ECON 27000 (or equivalent) with grades of C- or better)
- BUS 31202 Retail Marketing Cr. 3 (P: BUS 30101 with grade of C- or better)
- BUS 41300 Personal Selling Cr. 3 (P: BUS 30101 with grade of C- or better)
- BUS 41500 Integrated Marketing Communications Cr. 3 (P: BUS 30101 with grade of C- or better)
- BUS 42600 Sales Management Cr. 3 (P: BUS 41300 with grade of C- or better)
- BUS 49004 VT with title New Product Development Cr. 3 (P: BUS 30101 with grade of C- or better)

Concentration in Management (Department of Management & Marketing)

Required courses: Cr. 12

- BUS 10001 Principles of Business Administration Cr. 3 (P: ENGL 13100 and COM 11400 with grades of C- or better)
- BUS 20401 Business Communications Cr. 3 (P: ENGL 13100 and COM 11400 with grades of C- or better)
- ECON 20101 Introduction to Microeconomics Cr. 3 (P: MA 12401 or MA 11100 or MA 14000 or MA 15300 or higher with grade of C- or better, or placement at or above MA 15300)

- BUS 30101 Introduction to Marketing Cr. 3 (P: BUS 10001 and 20401 and P or C: ECON 20101 with grades of C- or better)

Electives (choose from): Cr. 12

- BUS 30000 International Business Administration Cr. 3 (P: BUS 10001, BUS 20401, and ECON 20101 with grades of C- or better)
- BUS 30102 Operations Management Cr. 3 (P: BUS 10001, BUS 20101 (or equivalent), BUS 20401, and ECON 27000 (or equivalent) with grades of C- or better)
- BUS 30200 Managing and Behavior in Organizations Cr. 3 (P: BUS 10001 and BUS 20401 with grades of C- or better)
- BUS 32100 Management of Information Systems Cr. 3 (P: BUS 20002 or ETCS 10600, and BUS 20101, and P or C: BUS 30102 with grades of C- or better)
- BUS 32700 Deterministic Models In Operations Research Cr. 3 (P: BUS 30102 with grade of C- or better)
- BUS 41300 Personal Selling Cr. 3 (P: BUS 30101 with grade of C- or better)
- BUS 42600 Sales Management Cr. 3 (P: BUS 41300 with grade of C- or better)
- BUS 44000 Human Resources Management Cr. 3 (P: BUS 30200 with grade of C- or better)
- BUS 48002 Conflict Management Cr. 3 (P: BUS 30200 with grade of C- or better)
- BUS 48004 Project Management Cr. 3 (P: BUS 30102 with grade of C- or better)
- BUS 49003 Topics in Information Systems Cr. 3 (P: BUS 32100 with grade of C- or better)
- BUS 49005 Topics in Operations Management Cr. 3 (P: BUS 30102 with C- or better)

Concentration in Accounting (Department of Accounting)

Required courses: Cr. 15

- BUS 20100 Introduction to Financial Accounting Cr. 3
- BUS 20200 Introduction to Managerial Accounting Cr. 3 (P: BUS 20100 with grade of C- or better)
- BUS 31700 Accounting Information Systems Cr. 3 (P: BUS 20100 and BUS 20200 with grades of C- or better)
- BUS 32500 Cost Accounting Cr. 3 (P: BUS 20200 with grade of C- or better)
- BUS 32800 Introduction to Taxation Cr. 3 (P: BUS 20100 with grade of C- or better)

Electives (choose from): Cr. 9

- BUS 31000 Financial Statement Analysis – Finance Perspective Cr. 3 (P or C: BUS 30100 with grade of C- or better)
- BUS 31100 Intermediate Accounting Cr. 3 (P or C: BUS 31700 with grade of C- or better)
- BUS 31200 Intermediate Accounting II Cr. 3 (P: BUS 31100 with grade of C- or better)
- BUS 33100 Taxation of Business Entities Cr. 3 (P: BUS 32800 with grade of C- or better)
- BUS 42200 Advanced Financial Accounting Cr. 3 (P or C: BUS 31200 with grade of C- or better)
- BUS 42400 Auditing and Assurance Services Cr. 3 (P or C: BUS 31200 with grade of C- or better)

Concentration in Event Management (Department of Hospitality & Tourism Management)

Required courses: Cr. 15

- HTM 10000 Introduction to the Hospitality and Tourism Industry Cr. 3
- HTM 18100 Introduction to Lodging Management Cr. 3 (P: HTM 10000 with grade of C- or better)
- HTM 19100 Sanitation and Health in Foodservice, Lodging, And Tourism Cr. 3 (P: HTM 10000 with grade of C- or better)
- HTM 33400 Introduction to Sports Event Management Cr. 3
- HTM 42000 Event Management Cr. 3 (P: HTM 10000 with grade of C- or better)

Electives (choose from): Cr. 9

- HTM 21400 Intro to Food Selection and Preparation Cr. 3 (P: HTM 10000, HTM 19100 with grade C- or better)
- HTM 31000 Food and Beverage Management Cr. 4. (P: HTM 10000, HTM 19100, HTM 21400)
- HTM 32200 Hospitality Facilities Management Cr. 3 (P: HTM 18100 and 19100 with grades of C- or better)
- HTM 45000 Event Risk Management Cr. 3
- HTM 49111 Beverage Operation Management Cr. 1 (CC: HTM 49112. Students must be at least 21 years of age as of the start of the course)

Concentration in Graphic Design (Department of Art & Design)

Required courses: Cr. 12

- AD 10202 Introduction to 2-D Design Cr. 3
- AD 10401 Introduction to Typography Cr. 3
- AD 20101 History of Graphic Design Cr. 3
- AD 20502 Graphic Design I: Introduction to Graphic Design Cr. 3 (P: AD 10202 and 10502 with grades of C- or better)

Electives (choose from): Cr. 12

- AD 20301 Web Design I: Introduction to Web Design Cr. 3
- AD 20801 Video and Intermedia I Cr. 3
- AD 30301 Graphic Design II: Identity and Branding Cr. 3 (P: AD 20502 with grade of C- or better)
- AD 30401 Graphic Design III: Publication Design Cr. 3 (P: AD 20502 with grade of C- or better)
- AD 31001 Introduction to 3D Computer Modeling Cr. 3 (P: AD 10502 with a grade of C- or better) **AD 10502 is required in the major*
- AD 40201 Graphic Design IV: Packaging & Display Cr. 3 (P: AD 20502 with grade of C- or better)
- AD 40301 Graphic Design V: Digital Prepress/Portfolio Cr. 3 (P: AD 20502 with grade of C- or better)
- AD 47100 Web Design II: Intermediate Web Design Cr. 3 (P: AD 20301)

- AD 47300 Social Media Management Design Cr. 3

Concentration in Recording and Production (School of Music)

Required courses: Cr. 14

- MUSC 11300 Music Theory I Cr. 3
- MUSC 10200 Rudiments of Recording Cr. 2
- MUSC 10300 Music Recording I Cr. 3
- MUSC 20300 Music Recording II Cr. 3
- MUSC 20500 Music Recording III Cr. 3

Electives (choose from): Cr. 10-12

- MUSC 11400 Music Theory II Cr. 3
- MUSC 30400 Live Sound Reinforcement Cr. 3
- MUSC 38311 Music and Audio for Video Cr. 3
- MUSC 38313 Mixing Cr. 3
- MUSC 38314 Mastering Cr. 3
- MUSC 38315 Studio Management Cr. 2

Concentration in Public Relations (Department of Communication)

Required courses: Cr. 12

- COM 20000 Reporting, Writing and Editing I Cr. 3
- COM 25300 Introduction to Public Relations Cr. 3
- COM 35300 Problems in Public Relations Cr. 3 (P: COM 25300)
- COM 44101 Social Media: Theory and Practice Cr. 3

Electives (choose from): Cr. 12

- COM 14000 Introduction to Media Production Cr. 3
- COM 21001 Visual Communication Cr. 3
- COM 31501 Feature Writing Cr. 3 (P: COM 20000)
- COM 31800 Principles of Persuasion Cr. 3 (P: COM 11400 or Permission of Instructor)
- COM 49000 Internship in Communication Cr. 1-6

Concentration in Journalism (Department of Communication)

Required courses: Cr. 12

- COM 14000 Introduction to Media Production Cr. 3
- COM 20000 Reporting, Writing and Editing I Cr. 3
- COM 25000 Mass Communication and Society Cr. 3
- COM 44101 Social Media: Theory and Practice Cr. 3

Electives (choose from): Cr. 12

- COM 20101 Reporting, Writing, and Editing II Cr. 3 (P: COM 20000)
- COM 21001 Visual Communication Cr. 3
- COM 31001 Editorial Practices Cr. 3 (P: COM 20000)

- COM 31501 Feature Writing Cr. 3 (P: COM 20000)
- COM 31700 Digital Storytelling Cr. 3 (P: COM 14000 and 20000)
- COM 43200 Practicum in Television Cr. 2 (P: COM 11400)
- COM 49000 Internship in Communication Cr. 1-6 (P: COM 11400)

Liaison Librarian Memo

Date:

From:

To:

Re:

Describe availability of library resources to support proposed new program:

Comments:

Caleb Britton

1/20/26

Liaison Librarian Signature

Date