



# Music Technology: Merchandising

Associate in Applied Arts and Sciences (AAAS)

Planning Guide 2017-2018

EPC 2831

## Program Information:

**Length of Program:** 95 Credits  
**Completion Award:** A.A.A.S. Degree  
**Enrollment:** Fall (recommended), Winter, Spring  
**Approximate Quarterly Costs:** \$25-\$85  
*(in addition to tuition, books and parking)*

**Website:** [www.shoreline.edu/music/musictech.aspx](http://www.shoreline.edu/music/musictech.aspx)

## Program Advisor:

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## Program Description:

The Merchandising Associate in Applied Arts and Sciences degree is designed to prepare students for careers in music merchandising and related occupations. Shoreline Community College works closely with local advisory committees and industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Music should follow the Music AA-DTA transfer degree planning guide.

## Music Technology: Merchandising —What is it?

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. 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.

## Program Outcomes:

Students who successfully complete this program **-by achieving a GPA of 2.0 or better for the entire 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. Apply basic business math skills and accounting principles to plan and evaluate merchandising strategies.
4. Explain the basic principles of music theory.
5. Apply principles of applied music and performance in a selected area of interest -- vocal or instrumental.

## Career Opportunities—What can I do with a Degree in Music Technology: Merchandising?

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.

**Potential employers include:** 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. For more, please visit career information and resources at <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

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**Program Prerequisites:** here are no prerequisites to start this program. ENGL 101 or BTWRT 215 or an equivalent transfer course is a degree requirement; the prerequisite is college English or ENGL 099 or BTWRT 115 or placement into ENGL& 101. Completion of BUSTC 105 or MATH 148 is a degree requirement; MUSTC 105 Acoustics may be substituted for this math component. The prerequisite for MUSTC 106 is successful completion of MATH 080 (2.0 or better) or placement into MATH 099. Students without secure knowledge of music fundamentals and keyboard ability should take MUSC 100 and MUSC 120 before taking MUSC& 141.

**A.A.A.S. DEGREE – 95 Credits**

<b>CORE CURRICULUM   17 Credits</b>			
Course	QTR	GR	CR
ENGL& 101 English Composition I			5
MUSTC 106 Acoustics of Music			5
CMST 203 Multicultural Communication Or MCS 105 Intro to Multicultural Studies			5
BUS 105 Essentials of Human Relations			2

<b>MUSIC &amp; PERFORMANCE ELECTIVES   18 Credits</b> Select from Applied Music & Performance Electives			
Course	QTR	GR	CR

<b>MUSIC TECH/MUSIC REQUIREMENTS   25 Credits</b>			
Course	QTR	GR	CR
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 Career Development			2
MUSTC 101 Music Rec/Pub			2
MUSTC 102 Rights/Methods- Multimedia			2
MUSTC 143 Intro Pop/Com Theory			3
MUSTC 274 Portfolio Development			2

<b>OTHER ELECTIVES   10 Credits</b> Select from Other Merchandising Option Electives			
Course	QTR	GR	CR

**RECOMMENDATIONS:**

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<b>BUSINESS REQUIREMENTS   25 Credits</b>			
Course	QTR	GR	CR
ACCT& 201 Principles of Accounting I			5
BUS 120 Principles of Marketing			5
BUS 225 Salesmanship			5
BUS& 201 Business Law			5
BTWRT 215 Business Communications			5

Note: 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 student.

<b><u>APPROVAL TO GRADUATE</u></b>	
_____ <i>Student Name &amp; SID</i>	_____ <i>Date</i>
_____ <i>Faculty Advisory</i>	_____ <i>Date</i>
_____ <i>Division Dean</i>	_____ <i>Date</i>
_____ <i>Credential Approval</i>	_____ <i>Date</i>

### Sample Schedule for A.A.A.S. Degree

1st Year	2nd Year
<p><b>Fall Quarter</b>                      ENGL&amp; 101 English Composition I                      MUSC&amp; 141 Music Theory I                      MUSIC 151 Class Piano/Theory I                      MUSTC 100 Career Development                      Music &amp; Performance Electives</p> <p><b>Winter Quarter</b>                      CMST 203* Communicating Across Differences                      MUSC&amp; 142 Music Theory II                      MUSC 152 Class Piano/Theory II                      MUSTC 101 Music Recording/Pub                      Music &amp; Performance Electives</p> <p><b>Spring Quarter</b>                      BUS 105* Essentials of Human Relations                      MUSTC 102 Rights/Method-Multimedia                      MUSTC 106 Acoustics of Music                      MUSTC 143 Intro Pop/Com Music Theory                      Music &amp; Performance Electives</p>	<p><b>Fall Quarter</b>                      ACCT&amp; 201 Principles of Accounting I                      BUS 120 Principles of Marketing                      Music &amp; Performance Electives</p> <p><b>Winter Quarter</b>                      BUS&amp; 201 Business Law                      BUS 225 Salesmanship                      BTWRT 215 Business Communications                      Music &amp; Performance Electives</p> <p><b>Spring Quarter</b>                      Merchandising Electives (<i>see advisor</i>)                      MUSTC 274 Portfolio Development                      Music &amp; Performance Electives</p>

\* Courses meet the General Education/Related Instruction Requirements