

Outcomes

The Music Marketing degree is designed to prepare students for graduate study or a career in many in many fields, including:

- The recording industry
- Artist marketing and management
- Event marketing and management
- Advertising and services consultancy
- Music marketing consultancy
- Entertainment, media and theatrical marketing

Contact Information

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Program Description

The music marketing major is designed for students who wish to combine their musical studies with courses in business and marketing to prepare themselves for music business careers such as music retailers, sales representatives, sound technicians, talent agents, and in symphony and opera management.

PSC Points of Distinction

- The Department of Music stresses individual student attention and is committed to high performance standards. Individual lessons are available in voice, brass, woodwinds, percussion and piano.
 - The final course for this program involves a “real world” internship in the music industry.
 - Instructional format permitting students personal and extended contact with faculty and individualized guidance during all coursework.
 - Each program at Peru State College is reviewed on a continual basis and coursework is updated to meet industry standards.
 - Students completing a degree at Peru State College are prepared to attend the nation’s top graduate schools in all program areas.
- Minoring in a subject area outside of the major is simple at Peru State and can broaden the scope of knowledge and can improve employment prospects for any student.

Facilities

The Music department is housed in the Jindra Fine Arts building. This building houses classrooms and faculty offices for the department in addition to the Benford Recital Hall, the art gallery and the dance studio. Rehearsal rooms for the band and choral ensembles are housed in this facility along with private practice rooms for individuals wishing to perfect musical selections. A piano lab and vocal and instrumental music libraries are also housed within the Fine Arts building. Performances by the band and choral ensembles are held in the College Theater.

Performance Groups

Students can participate in a variety of performance groups. Vocalists may sing in the concert choir, show choir and the madrigal singers. Instrumentalists can play in the concert band, pep band and the jazz ensemble. Auditions for all ensembles are held every semester. Scholarships are available for participation in the bands and choirs based on an audition with the music faculty.

Faculty

Dr. Thomas Ediger, Professor of Music
Dr. Patrick Fortney, Professor of Music

Courses Required

In addition to the general studies requirements, students must take a variety of courses in music and business to complete this degree. The progress sheet for this major includes a listing of all coursework required for the Music Marketing major in addition to the general studies courses.

<http://www.peru.edu/artsandsciences/programs/>