

COMMERCIAL MUSIC MAJOR (B.S.)

Purpose

The Bachelor of Science in Commercial Music major gives musicians the opportunity to study popular and commercial music while being equipped to serve the broader music community.

Program Learning Outcomes

The student will be able to:

- Demonstrate technical fluency, expressiveness, and professionalism in commercial music performance.
- Demonstrate broad-based knowledge of commercial music style, music literature, and music theory.
- Apply music technology to various commercial music contexts.
- Integrate Christian faith into the discipline of commercial music.

Programs of Study

Delivery Format: Residential and Online

- Commercial Music (B.S.) - Online
- Commercial Music (B.S.) - Resident

Delivery Format: Online Only

- Commercial Music (B.S.) - Music Production - Online

Career Opportunities

This degree provides a broad overview of commercial music skills foundational for the student who wishes to pursue further career opportunities in the commercial music field. Student career interests may include the following:

- Music producer
- Music arranger
- Music editor
- Commercial music teacher
- Social media music specialist
- Music publicist
- Sound engineer
- Entry into studio production
- Entry into game audio production
- Entry into film music production