

Commercial Music and Technology, B.M.

Degree Offered

- Bachelor of Music

Nature of the Program

The Bachelor of Music in Commercial Music and Technology program aims to provide an opportunity for students to pursue concentrated studies in commercial music and technology while customizing coursework to meet their career goals. The program has coursework focused on commercial music and arranging, music technology and production, and performance. Students may select from approved courses in a specialized area, or they may create a broader experience by taking approved courses from several specializations.

Admissions for 2027-2028

For first-time freshmen, acceptance into an undergraduate music degree program is contingent upon admission to WVU and admission to the School of Music.

For the BM Commercial Music and Technology program, admission to the School of Music requires completing a School of Music Application (<https://www.cognitofirms.com/WestVirginiaUniversity2/OfficialUndergraduateApplicationForTheSchoolOfMusicAtWestVirginiaUniversity/>) and a successful audition (<https://creativeartsandmedia.wvu.edu/future-students/undergraduate-auditions-and-portfolio-reviews/audition-and-portfolio-review-requirements/>).

Students transferring from another WVU major or another institution will need to complete a School of Music Application (<https://www.cognitofirms.com/WestVirginiaUniversity2/OfficialUndergraduateApplicationForTheSchoolOfMusicAtWestVirginiaUniversity/>) and a successful audition (<https://creativeartsandmedia.wvu.edu/future-students/undergraduate-auditions-and-portfolio-reviews/audition-and-portfolio-review-requirements/>).

Major Code: 3753

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Curriculum Requirements

Code	Title	Hours
	University Requirements	48
	Commercial Music and Technology Program Requirements	34

Commercial Music and Technology Major Requirements	38
Total Hours	120

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 3, 4, 5, 7, and 8		28
MUSC 191	First-Year Seminar	2
General Electives		18
Total Hours		48

Commercial Music and Technology Program Requirements

Code	Title	Hours
A minimum grade of C- is required in all Commercial Music and Technology Program Requirements.		
Music Convocation		
MUSC 189	Music Convocation (two semesters)	0
Applied Music Lessons		12
MUSC 121-127D		
MUSC 221-227D		
MUSC 321-327D		
Music Theory		
MUSC 140	Commercial Music Aural Skills 1	3
MUSC 141	Commercial Music Aural Skills 2	3
MUSC 142	Commercial Music Fundamentals	3
MUSC 143	Commercial Music Harmony and Form	3
Keyboard		
MUSC 144	Functional Keyboard for the Commercial Musician 1	2
MUSC 145	Functional Keyboard for the Commercial Musician 2	2
Musicology		
Select one of the following (GEF 8):		3
MUSC 111	Introduction to Music	
MUSC 113	American Popular Music	
MUSC 115	Introduction to History of Jazz	
MUSC 116	Music in World Cultures	
MUSC 117	Hip Hop Nation: Musical and Conceptual Foundations of a Cultural Revolution	
MUSC 118	Music in Appalachia	
Select one of the following (GEF 6):		3
MUSC 270	History of Western Musical Traditions 1	
MUSC 271	History of Western Musical Traditions 2	
Total Hours		34

Commercial Music and Technology Major Requirements

Code	Title	Hours
Minimum overall GPA of 2.5 is required in all courses in Commercial Music and Technology Major Requirements.		
Commercial Music and Technology Courses		
MUSC 146	Introduction to Music Industry	3
MUSC 211	Freelance Career Skills for Musicians	2
MUSC 236	Introduction to Recording Technology	2
MUSC 336	Introduction to Pro Tools	3
MUSC 411	Intellectual Property in Music Industry	3
JRL 432	Social Media Strategy	3

Music Ensembles

4

MUSC 300	Band: Wind Symphony
MUSC 300A	Band: Symphonic
MUSC 300B	Band: Marching
MUSC 302	University Community Choir
MUSC 303	Symphony Orchestra
MUSC 305	Chamber Singers
MUSC 306	University Mountaineer Chorus
MUSC 307	Mountaineer Singers
MUSC 308S	Funk and Soul Ensemble
MUSC 309S	Recording Session Band
MUSC 340	Chamber Music: Brass
MUSC 341	Chamber Music: Guitar
MUSC 342	Chamber Music: Piano-4 Hand
MUSC 343	Chamber Music: Strings
MUSC 344	Chamber Music: Woodwind
MUSC 345	Chamber Music: Vocal
MUSC 347	Chamber Music: Mountaineer Singers
MUSC 348	Chamber Music: New Music
MUSC 349	Chamber Music: Other
MUSC 350	Jazz Ensemble 2
MUSC 351	Chamber Music: Percussion 1
MUSC 352	Chamber Music: Percussion 2
MUSC 353	Large Jazz Ensemble 1
MUSC 353B	Chamber Music: Jazz Small Group
MUSC 353C	Chamber Music: Jazz Small Group 2
MUSC 354	Gamelan
MUSC 355	Steel Band
MUSC 356	African Music Ensemble
MUSC 357	Brazilian Music Ensemble
MUSC 358	Experiential Music Ensemble
MUSC 359	Taiko Ensemble
MUSC 361	Fife and Drum Ensemble
MUSC 363	Appalachian Music Ensemble
MUSC 404S	Lyric Theatre

Upper Division Music Electives (select from the following): *

15

MUSC 337	Digital Audio Workstations
MUSC 338	Sound-Games/Visual Media
MUSC 351	Chamber Music: Percussion 1
MUSC 362	Instrumentation and Orchestration
MUSC 436	Advanced Digital Audio Workstation Technology
MUSC 437	Practicum-Recording Technology (may be repeated for a max of 8 cr)
MUSC 439	Songwriting with Technology
MUSC 459	Film and Video Game Composition
MUSC 460A	Electronic Music Composition
MUSC 460S	Upper Division Composition
MUSC 465S	Electronic Music Production
MUSC 466	Techniques for Electronic Music Performance
MUSC 468	Jazz and Commercial Music Harmony
MUSC 480S	Jazz and Commercial Music Arranging
MUSC 481	Arranging for Large Jazz Ensemble
MUSC 491	Professional Field Experience (may be repeated for a max of 6 cr)

MUSC 421-427 Applied Music (4 cr maximum)

Music Ensemble (2 cr maximum)

Capstone**3**

MUSC 486

Capstone in Commercial Music & Technology

Total Hours**38**

* In addition to the 4 required ensemble credits, a maximum of 2 additional ensemble credits may be applied in Upper Division Electives. See list of ensembles above.

Suggested Plan of Study**First Year**

Fall	Hours	Spring	Hours
MUSC 191		2 MUSC 189	0
MUSC 121-127D		2 MUSC 121-127D	2
MUSC 140		3 MUSC 141	3
MUSC 142		3 MUSC 143	3
MUSC 144		2 MUSC 145	2
ENGL 101		3 MUSC 146	3
		General Elective	2
		15	15

Second Year

Fall	Hours	Spring	Hours
MUSC 189		0 MUSC 221-227D	2
MUSC 221-227D		2 MUSC 211	2
MUSC 236		2 MUSC 336	3
Musicology Requirement (GEF 8)		3 GEF 3	3
MUSC 411		3 GEF 5	3
ENGL 102		3 MUSC Music Ensemble	1
GEF 4		3	
		16	14

Third Year

Fall	Hours	Spring	Hours
MUSC 321-327D		2 MUSC 321-327D	2
MUSC Music Ensemble		1 MUSC Music Ensemble	1
MUSC 270 or 271 (GEF 6)		3 JRL 432	3
Upper Division Music Elective		2 GEF 8	3
GEF 7		3 Upper Division Music Elective	3
General Elective		3 GEF 2	4
		14	16

Fourth Year

Fall	Hours	Spring	Hours
Upper Division Music Elective		4 MUSC 486	3
GEF 8		3 General Elective	3
General Elective		3 General Elective	3
General Elective		4 Upper Division Music Elective	6
MUSC Music Ensemble		1	
		15	15

Total credit hours: 120

Major Learning Outcomes

B.M. - COMMERCIAL MUSIC & TECHNOLOGY

Upon Completion of the BM in Commercial Music & Technology, Students Will Be Able To:

1. Demonstrate a developed understanding and application of sound and recording technologies in commercial music.
2. Compare and contrast commercial music styles and genres via musical criticism and instrumental performance.
3. Perform and replicate musical styles from diverse commercial music genres.
4. Analyze the global phenomenon of popular music, historically and socially, and opportunities for careers in commercial music in emerging markets and businesses.
5. Integrate music technologies in musical performance and distribution.
6. Apply professional, ethical, and legal standards in the field.