

B.A. IN MUSIC PLUS A SECONDARY MAJOR IN STRATEGIC COMMUNICATION (STR)

- The B.A. degree in Music requires 120 credits.
 - 66 hours must be non-music credits.
 - 40 hours must be 300 or 400-level courses.
 - All music majors have Arts Event Attendance Requirements; for details, check <https://www.butler.edu/jca/for-current-students>.
- The double major of Music and Strategic Communication will fulfill the following Areas of Inquiry in the University Core Curriculum: Perspectives of the Creative Arts and The Social World. In addition, the B.A. Music curriculum fulfills the Butler Cultural Requirement because of the arts event attendance requirements for all arts majors. The Indianapolis Community Requirement is NOT satisfied.
- The student will be assigned a Strategic Communication advisor in addition to their Music advisor.

Semester 1

| | | |
|---|---------------------------|----|
| AM 021* | Keyboard Skills 1 | 1 |
| <i>*Piano majors substitute AM 031 and AM 032 plus two credits of music electives for AM 021,022,023,024.</i> | | |
| AM ____ | Major Instrument or Voice | 2 |
| ES ____ | Major Ensemble | 1 |
| MT 101 | Music Theory 1 | 3 |
| MT 111 | Aural Skills 1 | 1 |
| FYS 101 | First Year Seminar | 3 |
| AR ____ | Analytic Reasoning | 3 |
| STR 128 | Promotional Writing 1 | 3 |
| TOTAL Credit Hours: | | 17 |

Semester 2

| | | |
|---------------------|---------------------------|----|
| AM 022 | Keyboard Skills 2 | 1 |
| AM ____ | Major Instrument or Voice | 2 |
| ES ____ | Major Ensemble | 1 |
| MT 102 | Music Theory 2 | 3 |
| MT 112 | Aural Skills 2 | 1 |
| FYS 102 | First Year Seminar | 3 |
| TI ____ | Texts and Ideas | 3 |
| STR 222 | Principles of Strat Comm | 3 |
| TOTAL Credit Hours: | | 17 |

Semester 3

| | | |
|---------|--------------------------------|---|
| AM 023 | Keyboard Skills 3 | 1 |
| AM ____ | Major Instrument or Voice | 2 |
| ES ____ | Major Ensemble | 1 |
| MT 201 | Music Theory 3 | 3 |
| MT 211 | Aural Skills 3 | 1 |
| COM 101 | Foundations of Public Speaking | 3 |
| STR 228 | Promotional Writing 2 | 3 |
| STR 251 | Design & Prod for Strat Com | 3 |

Semester 4

| | | |
|------------|-------------------------------|---|
| AM 024 | Keyboard Skills 4 | 1 |
| AM ____ | Major Instrument or Voice | 2 |
| ES ____ | Major Ensemble | 1 |
| ME 330 | Self-Represent for Musicians | 1 |
| MT 202 | Music Theory 4 | 3 |
| MT 212 | Aural Skills 4 | 1 |
| GHS ____ | Global and Historical Studies | 3 |
| STR 324 | Ethics & Case Problems in STR | 3 |
| SW 266-CCM | Media Literacy | 3 |

TOTAL Credit Hours: 17 18

Semester 5

AM ____ Major Instrument or Voice 2
ES ____ Major Ensemble 1
MH 305 Music and Devotion 3
WB ____ Well-Being 1
STR 327 Research Methods for STR 3
____ Media Law Elective 3
CC Elective from approved list** 3
____ Specialization Course 3

TOTAL Credit Hours: 19

Semester 6

AM ____ Major Instrument or Voice 2
ES ____ Major Ensemble 1
MH 306 Music and Narrative 3
NW ____ The Natural World 5
STR 330 Dig & Soc Med Mark for STR 3
____ Communication Theory Elec 3

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Semester 7

AM ____ Major Instrument or Voice 2
ES ____ Major Ensemble 1
MH 307 Music, Globalization & Industry 3
GHS ____ Global and Historical Studies 3
STR 424 Public Comm Campaigns 3
STR ____ Elective 3
____ Specialization Course 3

TOTAL Credit Hours: 18

Semester 8

AM ____ Major Instrument or Voice 2
ES ____ Major Ensemble 1
ME 430 E-Portfolio Capstone 0
MH 308-SJD Music and Movement 3
STR 440/441 Strategic Comm Internship 3-6
____ International Comm Elective 3
____ Specialization Course 3

15-18

SUMMARY

REQUIRED MUSIC COURSES:

Note: The 8-semester sequence shown above includes 4 additional semesters of Applied Music (8 credits) and 2 additional semesters of Major Ensemble (2 credits), in addition to the courses listed below. While not required in the B.A. degree, most music majors will take these additional classes for scholarship reasons.

| | | |
|--|------------------------------------|--|
| AM 021,022,023,024 | Keyboard Skills 1,2,3,4 | 4 |
| <i>*Piano majors substitute AM 031 and AM 032 plus two credits of music electives.</i> | | |
| AM ____ | Major Instrument or Voice | 8 |
| ES ____ | Major Ensemble | 6 |
| ME 330 | Self-Representation for Musicians | 1 |
| ME 430 | E-Portfolio Capstone | 0 |
| MH 305 | Music and Devotion | 3 |
| MH 306 | Music and Narrative | 3 |
| MH 307 | Music, Globalization, and Industry | 3 |
| MH 308-SJD | Music and Movement | 3 |
| MT 101 | Music Theory 1 | 3 |
| MT 111 | Aural Skills 1 | 1 |
| MT 102 | Music Theory 2 | 3 |
| MT 112 | Aural Skills 2 | 1 |
| MT 201 | Music Theory 3 | 3 |
| MT 211 | Aural Skills 3 | 1 |
| MT 202 | Music Theory 4 | 3 |
| MT 212 | Aural Skills 4 | 1 |
| TOTAL | | 47 (plan shows 57 music credits per the note above) |

UNIVERSITY CORE CURRICULUM:

| | | |
|--------------|-------------------------------|-----------|
| FYS 101,102 | First Year Seminar | 3,3 |
| GHS ____ | Global and Historical Studies | 3,3 |
| AR ____ | Analytic Reasoning | 3 |
| NW ____ | The Natural World | 5 |
| TI ____ | Texts and Ideas | 3 |
| WB ____ | Well-Being | 1 |
| TOTAL | | 24 |

COURSES REQUIRED FOR THE STRATEGIC COMMUNICATION MAJOR:

| | | |
|---|--|-----|
| COM 101 | Foundations of Public Speaking | 3 |
| SW 266-CCM | Media Literacy | 3 |
| Communication and Culture elective from approved list** | | 3 |
| STR 128 | Promotional Writing 1 | 3 |
| STR 222 | Principles of Strategic Communication | 3 |
| STR 228 | Promotional Writing 2 | 3 |
| STR 251 | Design and Production for STR | 3 |
| STR 324 | Ethics and Case Problems in STR | 3 |
| STR 327 | Research Methods for STR | 3 |
| STR 330 | Digital and Social Media Marketing for STR | 3 |
| STR 424 | Public Communication Campaigns | 3 |
| STR 440 or 441 | STR: Public Rel & Advertising Internship | 3-6 |

ONE course in Media Law from the following (or current equivalent): 3

- CME 432 Law and Regulation of Electronic Media
- JR 409 Media Economics and Regulation
- JR 414 Media Law
- MI 452 Entertainment Media and the Law

ONE course in International Communication from the following (or current equivalent): 3

- JR 325 Gender and News: Global Views (can fulfill the Communication and Culture requirement)
- JR 417 Global Media (can fulfill the Communication and Culture requirement)
- ORG 359 Intercultural Communication
- STR 405 Global Strategic Communication

ONE course in Communication Theory from the following (or current equivalent): 3

- CCM 310 Media and Cultural Theory
- CCM 315 Rhetorical Theory
- ORG 350 Contemporary Communication Theory
- STR 410 Theories of Persuasion
- STR 419 Audience Analysis and Insights
- STR 422 Consumer Culture Theory

ONE STR elective from the following: 3

- STR 321 Advertising Practices
- STR 322 Advertising Copywriting
- STR 328 Public Relations Writing
- STR 342 Strategic Communication for Nonprofits
- STR 351 Advanced Graphic Design for Strategic Comm
- STR 355 Photo Graphic Communication
- STR 356 Sports Promotion
- STR 357 Hospitality and Tourism Promotion
- STR 359 Video Graphic Communication
- STR 415 Strategic Crisis Communication
- STR 426 Special Topics in Strategic Communication

TOTAL 48-51

Strategic Communication majors are encouraged to specialize in Advertising, Public Relations, or Advertising Creative Design, each of which requires an additional 9 credits (shown in the 8-semester plan above):

Advertising Specialization:

STR 321 Advertising Practices 3

TWO courses chosen from the following: 3,3

- STR 322 Advertising Copywriting
- STR 351 Advanced Graphic Design for STR
- STR 355 Photo Graphic Communication
- STR 356 Sports Promotion
- STR 357 Hospitality and Tourism Promotion
- STR 359 Video Graphic Communication
- STR 426 Special Topics in Strategic Communication

Other courses selected with permission of the department chair

Public Relations Specialization:

STR 328 Public Relations Writing 3

TWO courses chosen from the following: 3,3

- AA 301 Principles and Practices of Arts Administration

CCM 398 Argumentation and Advocacy
 ORG 315 Business and Professional Communication
 STR 342 Strategic Communication for Nonprofits
 STR 351 Advanced Graphic Design for STR
 STR 355 Photo Graphic Communication
 STR 357 Hospitality and Tourism Promotion
 STR 359 Video Graphic Communication
 STR 415 Strategic Crisis Communication
 STR 426 Special Topics in Strategic Communication
 Other courses selected with permission of the department chair

Advertising Creative Design Specialization:

STR 351 Advanced Graphic Design for STR 3
 TWO courses chosen from the following: 3,3
 STR 355 Photo Graphic Communication
 STR 359 Video Graphic Communication
 Other courses selected with permission of the department chair

****The following courses are approved to fulfill the Communication and Culture Course Requirement:**

CCM 254 Gender and Communication 3
 CCM 330 Representations of Race & Diff 3
 CCM 376 Film, Culture, and Criticism 3
 CCM 420 Queering Film 3
 CCM 468 Women and Rock 3
 CCM 470 Sports, Media, and Culture 3
 CCM 481 Technologies of the Body 3
 CCM 482 Voices of Dissent & Social Change 3
 JR 325 Gender and News: Global Views 3
 JR 417 Global Media 3
 SLHS 338 Language and Culture 3
 SPM 458 Perspectives in Sports Media 3
 STR 405 Global Strategic Communication 3