

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

- The B.A. degree in Music requires 124 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 Social Justice and Diversity requirement of the Butler University Core Curriculum; music majors are exempted from 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>*If the major instrument is piano, the student should take AM 031, Piano Major: Keyboard Skills 1 and AM 032, Piano Major: Keyboard Skills 2 instead of AM 021, AM 022, AM 023, and AM 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
STR 128	Promotional Writing 1	3
Language Elective** (see note)		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
AR ____	Analytic Reasoning	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	Rhetoric & the Am Democracy	3
STR 228	Promotional Writing 2	3
STR 251	Design & Prod for Strat Com	3
TOTAL Credit Hours:		17

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
TI ____	Texts and Ideas	3
STR 324	Ethics & Case Problems in STR	3
SW 266-CCM	Media Literacy	3
TOTAL Credit Hours:		18

Semester 5

AM _____	Major Instrument or Voice	2
ES _____	Major Ensemble	1
MH 308-SJD	Music in Global Contexts	3
GHS _____	Global and Historical Studies	3
PWB _____	Physical Well-Being	1
STR 327	Research Methods for STR	3
_____	Media Law Elective	3
CC Elective from approved list***		3
TOTAL Credit Hours:		19

Semester 6

AM _____	Major Instrument or Voice	2
ES _____	Major Ensemble	1
MH 305	Music History 1	2
NW _____	The Natural World	5
STR 329	Strategic Media Planning	3
_____	Communication Theory Elec	3
_____	Specialization Course	3
TOTAL Credit Hours:		19

Semester 7

AM _____	Major Instrument or Voice	2
ES _____	Major Ensemble	1
MH 306	Music History 2	3
GHS _____	Global and Historical Studies	3
STR 424-ICR	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 307	Music History 3	3
STR 440/441	Strategic Comm Internship	3-6
_____	International Comm Elective	3
_____	Specialization Course	3
TOTAL Credit Hours:		15-18

SUMMARY

REQUIRED MUSIC COURSES:

Note: The 8-semester sequence shown above includes AM 021 and AM 022, as well as 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 placement or scholarship reasons.

AM 023,024*	Keyboard Skills 3,4	2
*AM 031 & AM 032 if major instrument is piano		
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 History and Literature 1	2
MH 306	Music History and Literature 2	3
MH 307	Music History and Literature 3	3
MH 308-SJD	Music in Global Contexts	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		44 (plan shows 56 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
PWB ____	Physical Well-Being	1
TOTAL		24

COURSES REQUIRED FOR THE STRATEGIC COMMUNICATION MAJOR:

COM 101	Rhetoric and the American Democracy	3
SW 266-CCM	Media Literacy	3
Communication and Culture elective from approved list***		3
Language**	3 hours at the 204 level or above	3

NOTE: The 204-level of a language represents the second semester of intermediate study; most students will require 3-4 semesters of language study to fulfill this requirement.

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 Strategic Comm	3
STR 324	Ethics and Case Problems in Strategic Comm	3
STR 327	Research Methods for Strategic Comm	3

STR 329	Strategic Media Planning	3
STR 424-ICR	Public Communication Campaigns	3
STR 440,441	Strategic Communication Internship	3-6
ONE STR elective from the following:		3
STR 321	Advertising Practices	
STR 322	Advertising Copywriting	
STR 328	Public Relations Writing	
STR 332	Advertising Campaigns (AAF National Student Adv Comp)	
STR 341	Bateman Case Study Competition	
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	

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

JR 414	Media Law
MI 452	Entertainment Media and the Law

ONE course in International Communication from the following (or current equivalents): 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)
STR 405	Global Strategic Communication

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

CCM 310	Media and Cultural Theory
CCM 315	Rhetorical Theory
STR 419	Consumer Insights
STR 422	Consumer Culture Theory

TOTAL

51-54

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 332	Advertising Campaigns (AAF National Student Adv Comp)	
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	

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	

CCM 470	Sports, Media, and Culture (can fulfill the Communication and Culture requirement)
ORG 358	Communication and Social Responsibility
STR 341	Bateman Case Study Competition
STR 342	Strategic Communication for Nonprofits
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

Advertising Creative Design Specialization:

STR 351	Advanced Graphic Design for Strat Comm	3
TWO courses chosen from the following:		3,3
STR 355	Photo Graphic Communication	
STR 359	Video Graphic Communication	
Any design-focused course approved by your advisor (STR, ART, DMP, etc.)		

******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
STR 405	Global Strategic Communication	3