

Music Industry and Performance

The Music Industry and Performance program is designed for students who wish to pursue careers as performers in the music industry. This industry has become increasingly prominent in recent years as evidenced in a dramatic increase in the number of successful acts from the Atlantic Provinces. Events such as the East Coast Music Awards and the Juno Awards highlight the success of such performers and demonstrate that the region is generating music that is gaining worldwide popularity.

The intent of this program is to provide an opportunity for students whose interests include country, traditional, fusion, pop, rock, blues, and other genres, to refine their skills in the company of like-minded students, while gaining exposure to all aspects of the music industry. Hands-on experience in the recording studio, scheduled performances in local venues and extensive exposure to sound, business, marketing and public relations skills, will enable students to realistically assess their prospects for success in a fiercely competitive industry. Indeed, some students may determine that they may not have what it takes to succeed as performers but are ideally suited for careers as agents or managers. In either case, the Music Industry and Performance program provides the skills which should ensure success.

It should be noted that the program is not intended for students seeking a career in the field of classical music. Universities provide excellent programs for students whose talents rest in this area, and the College strongly recommends these programs.

Note: Successful graduates from this program may consider returning to the College for a third year in which they can complete the Recording Arts diploma program. This option allows for the completion of both diploma programs in three (3) years.

FUTURE OPPORTUNITIES

Graduates from this program should not expect to enter into conventional 9-5 positions with established companies. The music industry is fuelled by a combination of solid talent and strong managerial personnel. Graduates can expect to operate as independent entrepreneurs while potentially establishing long-term partnerships with recording companies, distributors, managers, and other key industry stakeholders. The environment is challenging but there are plenty of success stories.

OBJECTIVES

1. To provide training in the technical and financial aspects of the music industry, with particular emphasis on the industry's complex standard business practices.
2. To provide an opportunity to review the history of music and its evolution into distinct genres.
3. To provide an opportunity to refine musical talent and to demonstrate that talent through scheduled performances in local venues.
4. To provide opportunities for the social and intellectual development of the student in order to meet the challenges of a demanding industry.

ENTRANCE REQUIREMENTS

1. Comprehensive Arts and Science Certificate (College Transition program),

OR

A Provincial High School Graduation Certification with a 60% average in nine level 3000 credits or equivalent,

OR

Grade XI Public Examination pass with a 60 % average or equivalent,

OR

Adult Basic Education (Level III) Graduation indicating completion of the general or academic stream with an average pass mark of 60%,

OR

Adult Basic Education (Level III) Graduation with General College Profile (or Business-Related College Profile or Degree and Technical Profile) with an average pass mark of 60%,

OR

Persons 19 years of age or older who do not meet the educational prerequisite for this program may be considered on an individual basis under the Mature Student Clause.

2. Portfolio

All applicants must submit a demo recording in ONE of the following formats:

- A standard audio cassette;
- A compact disk;
- A video cassette

The demo recording must be clearly labelled, include a list of the material contained on the demo, and specify the role of the applicant on each track.

The demo should contain three contrasting pieces, clearly demonstrating the applicant's level of performance ability and experience.

The demo will be evaluated with the following criteria in mind:

- i. Quality of performance;
- ii. Quality of presentation;
- iii. Demonstration of a reasonable chance of success in the MIP program;
- iv. The recording should be accompanied by a resume outlining any music-related experiences, live performances, and previous training.



DIPLOMA

- Two years
- September start
- Bay St. George Campus

COURSES

CODE	TITLE	Hrs/wk		
		Cr	Le	La
Semester 1				
CM2100	Workplace Correspondence	3	3	0
MC1150	Productivity Tools	4	3	2
MU1110	Music & Culture	3	3	0
SN1100	Introduction to Sound	3	3	0
MU1410	Performance I		P/F	2 0
MU1100	Intro. To Music	4	4	0
EL1120	Folklore	3	3	0
Semester 2				
CM1550	Creative Writing	3	3	0
MU2110	Instruments	3	3	0
SN2100	Electro-Acoustical Devices and Design	3	3	1
MU1411	Performance II		P/F	2 0
Elective		3	3	0
MU2120	Music Genres: Traditional	3	3	0
HR1100	Human Relations	4	4	0
MC1570	Creative Technologies	3	3	1
Semester 3				
MU1200	Songwriting	3	3	0
MU2130	Music Genres: Popular	3	3	0
HR2120	Public Relations	3	3	0
MU2410	Performance III		P/F	2 0
Elective		3	3	0
SN1200	Music Business	3	3	0
SN2200	Recording I	3	3	0
EP1100	Entrepreneurial Studies	4	3	2
Semester 4				
MN1410	Special Events Management	4	3	3
MU2411	Performance IV	2	2	0
MR2110	Marketing Methods & Promotional Media	3	3	0
SN2300	Broadcast Audio	3	3	0
MU1120	Musical Theatre	3	3	0
CS2700	Self-Directed Learning Project	4	4	0
Elective		3	3	0

Elective Courses

A list of elective courses to be offered in each semester will be made available prior to registration. Other courses may be chosen provided that:

1. all prerequisites have been met,
2. the course is offered during the semester,
3. the maximum enrolment for the course is not exceeded,
4. the student's schedule can accommodate all scheduled classes for that course.