

COMMERCIAL MUSIC, BACHELOR OF ARTS (BA)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

Coming in Summer/Fall 2026

The Bachelor of Arts in Music at Slippery Rock University is a flexible **non-auditioned** degree designed for students who want to shape their own path in today's music industry. Students build a strong musical foundation while choosing one of two programs that align with their interests and career goals.

- **BA in Commercial Music** – Focus on contemporary music-making through experiences in popular styles, audio/video production, entrepreneurship, and digital media. Students develop practical skills for careers in today's commercial music industry. In addition to taking the "music core" of theory, ear training, history, and ensembles, students will also study:
 - Audio Production I
 - Audio Production II
 - Video Production
 - Social Media
 - Music Production & Promotions I, II, III

Program Learning Outcomes

- **P01: Musical Analysis and Interpretation:** Students will demonstrate the ability to analyze and interpret the structural, theoretical, and historical elements of music both visually and aurally. (UO#2, UO#6)
- **P02: Performance Proficiency:** Students will perform on their primary instrument or voice type with technical mastery, artistic expression, and stylistic awareness across various genres and historical periods. (UO#5, UO#6)
- **P03: Collaborative Musicianship:** Students will collaborate effectively in musical ensembles and other group settings, demonstrating leadership, cooperation, and ensemble techniques to achieve shared creative goals. (UO#5, UO#7)
- **P04: Creative Musicianship:** Students will utilize creativity in composition, arrangement, improvisation, and performance, applying these skills in interdisciplinary and professional contexts such as performance, instruction, music business, or production. (UO#6, UO#5)
- **P05: Cultural and Historical Literacy:** Students will explore and appreciate music from different historical periods, cultures, and composers, recognizing the influence of social, cultural, and historical factors on music. (UO#6, UO#9)
- **P06: Technological Proficiency:** Students will utilize digital tools and platforms to enhance music performance, composition, analysis, and instruction, demonstrating adaptability in using technology in diverse professional settings. (UO#2, UO#6, UO#10)
- **P07: Communication and Critical Thinking:** Students will communicate ideas effectively in oral, written, and digital formats, and apply critical thinking in the analysis and discussion of music and its interdisciplinary connections. (UO#1, UO#2)

Related Links

Commercial Music, BA Program Page (https://www.sru.edu/programs/undergrad-music/#tab_sec1)