Old Business

Approve Minutes from April 6, 2016
10 Funds/Marketing Budgets for fiscal year 2016-2017
Graduate Academic Coaching update
MBA approvals

New Business

1. Graduate Program website pages

2. Proposal for changes in, restoration of, or removal of a graduate course:
   - MBA 621 – Value Management: Catalog - The primary objective of this course is to develop an understanding of financial theory and techniques used in the effective management of a business. Discussions will lead to a better understanding of the analysis and solutions of financial problems dealing with valuation theory and investment, financing, and dividend decisions of the firm. Justification - The pre-requisite of MBA 620 (Financial Management) being added to MBA 621 (Value Management) is based on student and faculty feedback that the advanced topics in MBA 621 require expanded knowledge of finance that MBA 620 would provide. (From 2 credits to 3 credits)
   - MBA 690 – Strategic Implementation: Catalog - Develops a multiple stakeholder approach to the organizational change efforts directed toward the implementation of strategic goals in the context of defined strategies. The course utilizes project-based and experiential approaches to engage critical reflection in the context of real and simulated environments. Justification - The course serves as the capstone course experience in the MBA, where the majority of knowledge areas are integrated for making business decisions. This course requires foundation knowledge in Financial Management and Marketing to prepare our students to make the organizational-level decisions expected of those in an MBA program. The extension of this course from 2 to 3 credit hours is part of the overall change in the MBA program to provide students with more in-depth knowledge and the application of this knowledge to real world organizational settings. Title of course change from Strategic Implementation to Global Strategy

3. Proposal for new graduate courses:
   - Business
     - MBA 605 - Operations and Global Supply Chain Management – Catalog Description – This course provides students with techniques and tools to analyze and improve core operational capabilities to include effective supply chain strategies for companies, with an emphasis on how to plan and integrate supply chain components into a coordinated system (Classroom and Hybrid) Justification - The justification for adding this course to the MBA program was based on several factors including: (1) examination of MBA programs at peer and aspirant institutions and (2) student areas of need and interest for understanding aspects of managing a firm. The majority of MBA programs reviewed address issues specific to managing operations and the delivery of goods and services and we find this to be a critical aspect of the MBA program at CCU.
     - MBA 615 – Leadership – Catalog Description - This course focuses on the practice of managing organizations and their people with a focus on the practical application of leadership at the interpersonal and organizational level. Emphasis will be on preparing students for roles as
organizational leaders. This course will examine leadership styles, leadership strategies, and the influence process for managing change in organizations (Classroom and Hybrid) Justification - A Leadership is a foundation course in most MBA programs and a major program learning goal for graduates. The addition of the semester-long leadership course will allow us to build some depth into the learning experience and better prepare our graduates in this professional degree program.

Humanities & Fine Arts

- **MTM 510 – Acoustics – Catalog Description** - (3) The study of music acoustics and the behavior of sound, including music instrument acoustics, room acoustics, sound reinforcement, tuning and tonality, and the basic physical and perception functions of the human ear. Students are trained to understand the creation and manipulation of sound for recording, editing, production, and composition. (Classroom, Lab, Hybrid) Justification - The pursuance of a Masters of Arts in Music Technology has been approved by the CCU Board of Trustees. Given current facilities, existing faculty expertise, proposed/approved new hires, and other factors, such as geography and new professional opportunities for graduates, we expect this degree to be well populated and successful. This course is a necessary component of the degree.

- **MTM 620 – Advanced Mixing and Mastering Techniques – Catalog Description** - (3) Pre-requisite: Successful completion of Recording Technology 1 and 2. Focus on post-production audio recording techniques, including: editing, submixing, mixing, and mastering for “radio-ready” tracks and projects. Students will examine various professional models and “reverse engineer” with raw audio tracks to create industry-standard sonic soundscapes. (Classroom, Lab, Hybrid) Justification - The pursuance of a Masters of Arts in Music Technology has been approved by the CCU Board of Trustees. Given current facilities, existing faculty expertise, proposed/approved new hires, and other factors, such as geography and new professional opportunities for graduates, we expect this degree to be well populated and successful. This course is a necessary component of the degree.

- **MTM 698 – Music Technology Final Project - Catalog Description** - (3) The culminating document of the M.A. in Music Technology Curriculum, serving as a cornerstone of a professional portfolio. Students will work individually with an advisor in creating a final project encompassing skills gained via the degree program. Should include both commercial applications and elements of media writing. (Classroom, DL, Hybrid) Justification – Same as above

- **MTM 610 – Composing for Media 1 – Catalog Description** - (3) Introduction to composing music for small ensembles, to be synched with short media formats. Students will learn basic compositional considerations, limitations, and theory of media composition to create original works via programming and live audio on an appropriate digital audio workstation. (Classroom, Lab, Hybrid) Justification – Same as above

- **MTM 611 – Composing for Media 2 – Catalog Description** - (3) Pre-requisite: Successful completion of Composing for Media 1. A continuation of composing music for media with a focus on larger ensembles (chamber) and longer format media samples for Film, Television, and Video Games. Topics include effectively supporting narrative, orchestration techniques, and technical synching and programing issues. Students will create original music works via programming and live audio on appropriate digital audio workstations. (Classroom, DL, Hybrid) Justification – Same as above

- **MTM 530 – MIDI and Music Programming – Catalog Description** - (3) Introduction and application of synthesizer programming, the Musical Instrument Digital Interface (MIDI), and virtual instruments for use in creating music via Pro Tools, Reason, and other DAW affiliated software programs (Drum, String, Synth, etc.). Additional emphasis on the history, theory, and use of electronic instruments in music and media formats. (Classroom, Lab, Hybrid) Justification – Same as above
• MTM 520 – Musical Skills for Engineers – Catalog Description - (2) Developing musical skills for communication and efficiency in the Recording Studio, including listening for musical structure, intonation, modulations, harmonic structure, and rhythm. There will be an added emphasis on producing from a musical perspective in order to create the optimum creative/commercial environment and obtain the best musical results. (Classroom, Lab, Hybrid) Justification – Same as above

• MTM 535 – CCU Electronic Recording Ensemble – Catalog Description - (1) (Prereq: Audition and/or permission of the instructor) Rehearsal and performance of electronic music to be performed live or recorded. Structure, genre and instrumentation will vary year-to-year at the mutual agreement of the instructor and ensemble members. Performance ensemble affiliated with Masters in Music Technology. (Classroom, Lab, Hybrid) Justification – Same as above

• MTM 521 – Technical Skills for Engineers – Catalog Description - (2) Developing technical skills helpful for Recording Engineers working in professional or home studios, including: computer repair, data management, studio set-up and physical routing, cable repair, and invoicing/billing. (Classroom, Lab, Hybrid) Justification – Same as above

• MTM 591 – Graduate Recording Technology 1 – Catalog Description - (3) This course provides an introduction to the fundamentals of audio recording, including traditional analog techniques as well as digital hard-disk recording. Topics covered will be: (1) DAW (digital audio workstation) function; (2) microphone placement; (3) mixing principles: (4) production concepts; (5) project workflow; and (6) implementation of basic MIDI principles utilizing hardware and software (virtual instruments). (Classroom, Lab, Hybrid) Justification – Same as above

• MTM 592 – Graduate Recording Technology 2 – Catalog Description - (3) A continuation of MTM 591. Simultaneous multi-track recording, mixing, automation setup and function, along with basic Virtual Instrument application will be covered. Project oriented in that students will be assigned in studio, as well as remote recording projects. Various stereo microphone techniques, instrumental and vocal, all implemented into student recording and mixing projects. Basic MIDI principles will be implemented, utilizing hardware and software (virtual instruments). (Classroom, Lab, Hybrid) Justification – Same as above

4. Proposal for new graduate program or minor
• Master of Arts in Music Technology – Humanities & Fine Arts – Department of Music – Semester and year of first graduates – 2020; Number of students projected in first two semesters - 9

MASTER OF ARTS IN MUSIC TECHNOLOGY
The mission of the Master of Arts in Music Technology is to provide students with training in commercial applications, music technology in media, and the professional, entrepreneurial skills required of a contemporary music technology professional. This degree will provide a specialized study in music technology while allowing the inclusion of students with diverse undergraduate backgrounds. The program is grounded in an academically collaborative and diverse environment and culminates in a capstone project, which is the creation of a professional portfolio item suitable for entry into the market.

Objectives of the Program
The Master of Arts in Music Technology will:
1. provide students with the necessary skills and professional experience to succeed in a number of contemporary fields specific to Music.
2. provide students training in recording engineering,
3. provide students training in live sound design,
4. provide students training in applications, programing and composing for media
5. teach the skills necessary for graduates to emerge as technologically literate artists and entrepreneurs.

Students Learning Outcomes
Students who earn an M.A. in Music Technology will:
1. Demonstrate the knowledge and skills necessary to conduct commercial recording processes and applications;
2. Demonstrate the knowledge, skills, and processes necessary for the application of music in media such as film, television, gaming, and social media;
3. Demonstrate the knowledge and entrepreneurial skills necessary for the multifaceted musical environment of the 21st century;
4. Demonstrate how to conceive, synthesize, and execute a capstone project yielding an industry product suitable for a professional portfolio.

Graduate Applications
Applications for graduate study should be directed to the Office of Graduate Studies at Coastal Carolina University. Candidates seeking admission to the M.A. in Music Technology will be required to submit the following materials:

1. Complete graduate application and payment of application fee.
2. Official transcripts from each school or college previously attended. (The minimum requirement for admission is a baccalaureate degree with a Major or Minor in Music from a regionally accredited institution in the U.S. or its equivalent at a foreign institution based on a four-year degree). Transcripts should show a minimum overall graduating GPA of 3.0 and a minimum GPA of 3.0 in any graduate work already completed.
3. Official report of the Graduate Record Exam (GRE) or Graduate Management Admissions Test (GMAT) taken within the last five years.
4. Two letters of recommendation from persons who are familiar with the applicant’s academic ability and potential for successful completion of master’s studies.

AND (if available), you may
- Submit a professional portfolio that contains at least 2 of the following:
  - An engineered live audio recording
  - An engineered studio audio recording
  - A mixed and/or mastered audio recording (live or studio)
  - An audio recording featuring sequencing or programming
  - A complete sequenced or programmed recording
  - A Video featuring original composed music synced to visuals

Submissions can be in the form of public links (Soundcloud, YouTube, etc) or Cloud Storage Links (Dropbox, Google Drive, etc.)

All incoming students will be required to take a musicianship entrance exam, covering basic elements of music reading and aural skills. Students failing to pass the entrance exam will be required to take MUS 570 and MUS 571 as a remedial course, which will not count as credit towards the degree.

Entrance Exam Topics include:
- Recognition of basic written music elements, such as meter, clef, and pitch.
- Accurately identifying written short musical passages with their corresponding musical performances.
- Identifying basic musical elements through listening, such as: pulse, meter, form, triadic functions, and simple modulations.

If your first language is not English, you must provide English language proficiency documentation through the Test of English as a Foreign Language (TOEFL), the International English Language System (IELTS) Exam, or the ELS Centers Level 112 Certificate of Completion of English for Academic Purposes or through another approved test.

Completed applications will be reviewed by the Graduate Admissions Committee.

Degree Requirements
The Master of Arts in Music Technology requires:
1. Successful completion of an approved program of study with a minimum of 30 graduate hours;
2. A minimum grade point average of 3.0 (B) on all course work;
3. Completion of all requirements for the degree during a six-year period.
Transfer Credits
With approval from the Graduate Director, a maximum of six (6) transfer credit hours may be applied to a student’s program of study. All transfer credit coursework must have been completed with a minimum grade of B. The M.A. in Music Technology requires 30 graduate credit hours.

Use of Technology
(Describe the mode of course delivery, opportunities for student-faculty interactions, and faculty development activities related to the use of technology, if any.)
The nature of this program makes the use of technology an integral part of the entire curriculum. This program will make use of the EHFA 158 Music Technology Lab, as well as the Wheelwright Auditorium Recording Studio

5. Proposal for minor changes in or removal of multiple graduate courses within the same program:

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<th>Existing Course Title</th>
<th>Proposed Revisions*</th>
<th>Current pre- or co- requisites</th>
<th>Proposed pre- or co- requisites</th>
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Open