

# SONGWRITING, CERTIFICATE OF ACHIEVEMENT (COA)

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Only the Originator, Co-Contributor(s), and Administrators can edit this proposal.

**Originator**

belliott

**College**

Moorpark College

**Division**

MC Arts, Media & Comm Studies

**Program Title**

Songwriting, Certificate of Achievement (COA)

**Banner Title**

Songwriting, COA

**Type of Program**

Credit

**Program Award/Degree**

Certificate of Achievement requiring 16 to less than 30 semester units (N)

**Program Goals**

C – CTE (limited to CTE programs in CTE TOP codes other than ADTs).

**Start Semester**

Spring

**Start Year**

2019

## Basic Program Information

**This is a Collaborative/Joint Program with another college**

No

## Program Details

**Apprenticeship**

No

**NOTE: CTE program, please consult with Center of Excellence**

**Employment Potential (CTE only)**

LMID EDD Consultant

## Program Narrative

**Justification/Reason for Revision**

4/26/2022: removed PLOS listed in catalog description text box. CAT implementation. AB

**Program Goals and Objectives: Must address a valid transfer, workforce preparation, basic skills, civic education, or lifelong learning purpose.**

The music industry is the largest it has ever been. This is mostly due to the technological advancements and the accessibility to share music with the world almost instantly. Billboard estimates that more people are writing songs than ever before. Songwriting is one of six C-ID finalized descriptors for the TOP code 1005.00.

The following core courses provide students with the tools necessary to succeed as a songwriter while aiding students to complete some of the requirements to earn an Associate in Arts in Music for Transfer Degree. Notably, four core courses are approved as Commercial Music C-ID courses: MUS M03 (CMUS 100X), MUS M05 (CMUS 110X), MUS M07 (CMUS 104X), and MUS M11 (CMUS 150X). Students can complete the following courses for both the Songwriting Certificate of Achievement and the Associate in Arts in Music for Transfer Degree: MUS M02A, MUS M02AL, MUS M02B, MUS M02BL, MUS M10, MUS M18, MUS M21, and MUS M23.

**Catalog Description: Includes program requirements, prerequisite skills or enrollment limitations, student learning outcomes, and information relevant to program goal**

The Songwriting Certificate of Achievement provides students with fundamental tools, techniques, and best-practices necessary to succeed as a songwriter. Students explore lyric writing, melody, harmony, theory, arranging, and strategies employed by some of the most well-known songwriters. After successfully completing this certificate a student will be equipped with the tools necessary to start a career as a songwriter. Students may also be hired as a composer, recording artist, music producer, or arranger.

**Program Requirements: Includes course requirements and sequencing that reflect program goals.**

To obtain the Certificate of Achievement in Songwriting, students must complete the following courses

Course ID	Title	Units/Hours
<b>REQUIRED CORE: Fundamental Courses - Complete the following (11 units)</b>		
MUS M02A	Music Theory I	3
MUS M02AL	Musicianship I	1
MUS M02B	Music Theory II	3
MUS M02BL	Musicianship II	1
MUS M11	Songwriting	3
<b>Vocal Fundamentals (2 units)</b>		
MUS M13A	Fundamentals of Vocal Technique I	2
<b>Instrumental Fundamentals (2 units)</b>		
MUS M25A	Class Piano-Beginning I	2
<b>Performance Ensemble - select and complete one course (1 unit)</b>		
MUS M10	Concert Choir	1
MUS M18	Jazz Ensemble	1
MUS M21	Wind Ensemble	1
MUS M23	Moorpark Symphony Orchestra	1
<b>Elective Courses - select and complete two courses (6 units)</b>		
MUS M03	Introduction to Music Technology	3
MUS M05	Electronic Music	3
MUS M07	Introduction to Music Business	3
<b>Total Required Major Units: 22</b>		

**Plan of Study**

Year 1		Units/Hours
<b>Fall Semester</b>		
MUS M02A	Music Theory I	3
MUS M02AL	Musicianship I	1
MUS M13A	Fundamentals of Vocal Technique I	2
MUS M25A	Class Piano-Beginning I	2
MUS M10 or MUS M18 or MUS M21 or MUS M21	Concert Choir or Jazz Ensemble or Wind Ensemble or Wind Ensemble	1
MUS M03	Introduction to Music Technology	3
		<b>Units/Hours</b>
		<b>12</b>
<b>Spring Semester</b>		
MUS M02B	Music Theory II	3
MUS M02BL	Musicianship II	1
MUS M07	Introduction to Music Business	3
		<b>Units/Hours</b>
		<b>7</b>
<b>Year 2</b>		
<b>Fall Semester</b>		
MUS M11	Songwriting	3
MUS M05	Electronic Music (if needed for Electives)	3
		<b>Units/Hours</b>
		<b>6</b>
		<b>Total Units/Hours</b>
		<b>25</b>

**Enrollment and Completer Projections: Projection of number of students to earn certificate annually**

Based on the number of Music Technology Certificate completers in 2018-19, we expect 5-15 Songwriting Certificate completers annually from 2019-2021.

**Place of Program in Curriculum/Similar Programs: How the degree/certificate fits in the college's existing program inventory**

This particular certificate will likely draw interest from students who complete the Music Tech Certificate but are not looking to complete the Applied Music program, a population that generates our ADT completers. Also, this may become a stackable certificate

for the Applied Music Program and offer the first practical area of specialty for aspiring composers (we do not offer any composition classes at this time besides Songwriting; many Community Colleges offer Composition as part of the Applied Program). We foresee this fulfilling a 'middle tier' population of students who may enter into the program with little music notation skills, but see this as a viable route to gain valuable compositional or performance skills without the need to have had a specialization on an instrument or with voice

### **Similar Programs at Other Colleges in Service Area: Justification of need for program in the region**

The following California Community Colleges offer similar programs:

Long Beach City College offers Commercial Music – Songwriter AA

LA Harbor College offers a Songwriting Certificate

Sacramento City College offers Commercial Music – Songwriting/Arranging AA and Certificate Foothill College offers a Proficiency Certificate in Songwriting

Cypress College & Diablo Valley College offer Recording Arts Certificates which include Songwriting course.

## **Master Planning**

### **Master Planning: Address how the degree/certificate fits in the mission, curriculum, and master planning of the college and higher education in California**

This Certificate has been created with the support and recommendation of the Moorpark College Music Technology Advisory Board and with coordination at all levels of administration to produce curriculum that allows students to meet multiple goals throughout their time in the music program at Moorpark College. This program facilitates opportunities for students to think critically, generate original content, self-promote, and plan and carry out public performances. Though a student completing this Certificate will learn industry-specific skills, they will also be expected to develop entrepreneurship and soft skills, which may translate in a variety of career paths.

What we do know about the music industry is staggering. People are consuming music more than any other time period in history. The global industry is growing at an average of 3.8% (Billboard), which outpaces one of the top global industries—petroleum—growing at 2.2%. The music industry is reaching \$50 billion (PwC) in 2015 and overall music sales in the U.S alone (in millions of units) topped 1,556 units (Nielsen). 75% of Americans actively choose to consume music, which exceeds TV at 73%. Now is the time to prepare our students for a rapidly changing and expanding industry.

## **Career Technical Education (CTE) Programs (including Certificates)**

Must complete and provide documentation as required.

### **Labor Market Information and Analysis Attachments**

Songwriting\_COA\_LMI.pdf

### **Regional Consortia Approval Meeting Minutes Attachments**

Songwriting\_COA\_SCCRC.pdf

## **Program Student Learning Outcomes**

### **Program Student Learning Outcomes**

#### **Outcome**

compose melodies that demonstrate range, shape, and phrase structure that are appropriate for popular music.

create their own original music by means of sequencing software, and demonstrate a knowledge of relevant topics and social issues pertaining to current trends in music technology.

demonstrate appropriate vocal styles for selected song literature and show improvements in their individual singing using proper vocal techniques.

understand the basics of intellectual property rights, including an understanding of works of authorship and copyright.

create a financial and business plan in order to enter the music industry, and identify the roles of personal managers, booking agents, publicists, radio promoters, concert promoters, music attorneys, record producers, and studio musicians.

read and notate music, construct key signatures, locate pitches on the keyboard, and demonstrate basic musicianship skills.

## **Units Required for Program**

### **Required Major Units (Credit Program)/Hours (Noncredit Program) (Minimum)**

22

### **Required Major Units (Credit Program)/Hours (Noncredit Program) (Maximum)**

22

**Total Units/Hours for Program (Minimum)**

22

**Total Units/Hours for Program**

22

**Codes**

**Program TOP Code**

1005.00 - \*Commercial Music

**Program CIP Code**

231 302 - Creative Writing.

**Distance Education**

1-50%