



Music Department

MCM 4076

1 Unit

Fall 2023

Meeting days/times to be scheduled with Professor

Meeting location: Cooper 125

| | |
|-----------------------------------|-------------------------|
| Instructor title and name: | Chaz Celaya, M.M., J.D. |
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| Office location and hours: | Cooper 218 |

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Course Description

The essential purpose of the Senior Project is to put your portfolio to work. The expectation is for you to take the best recordings from your collegiate career, distribute them through streaming services, and have an album release concert which coordinates with your online marketing presence. The performance consists of no less than 30 minutes of music, which showcases your knowledge of how to assemble a show, including writing, arranging, rehearsing and producing the songs; along with coordinating the marketing, production (audio/video/lights, etc.), and logistics of the event. This will require you to choose and coordinate a team in order to create a plan, and execute the plan, to generate and “wow” your audience. Weekly, or bi-weekly, progress meetings with your advising professor will be required to make sure the plans are optimized, and the project stays on schedule.

Major Areas of Planning and Preparation Will Include:

CONTENT: Your online portfolio of Songs (your 6 best released on streaming services), Socials (Digital Marketing Strategy), and Site (Website).

VENUE: Size (not too big), Production (Audio/Video/Lighting), Merch (design, manufactured, and delivered in time), Personnel (Production, Merch, Crowd Control)

SET: Song Selection, Band Selection, Intentionality (Song Transitions, Special “Moments”)

MARKETING: Develop and execute a strategy with a cohesive brand identity that both promotes the concert and utilizes professional practices for fan base establishment.

Program and Course Learning Outcomes⊕

By the end of the semester you will:

- Demonstrate through a live concert, musical styles that present your musical interests and a public persona that plays to your strengths and personality.
- Create a 30-minute music set that would showcase your work for a label audition.
- Demonstrate that you can effectively lead a team and rehearse a band in order to produce a show with the help of a full band, marketing strategy, event coordinator, and sound and lighting technicians.
- Demonstrate your ability to musically and personally connect with an audience and generate a “buzz” and excitement for your music.

Recommended Study Resources

- 1) Mindi Abair, *How To Play Madison Square Garden – A Guide To Stage Performance*.
- 2) Ari Herstand, *How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician*. 3rd Ed. (Liveright, 2023).

Assessment and Grading

Grades will be based on the following:

Progress Meetings: 20%

Execution of the Album Launch, Marketing, and Concert: 80%

| A | B | C | D | F |
|----------|----------|----------|----------|----------------|
| A 93-100 | B+ 87-89 | C+ 77-79 | D+ 67-69 | F Less than 59 |
| A- 90-92 | B 83-86 | C 73-76 | D 63-66 | |
| | B- 80-82 | C- 70-72 | D- 60-62 | |

State Authorization

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the

institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

PLNU Copyright Policy

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU Academic Honesty Policy

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

Sexual Misconduct and Discrimination

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking,

know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

PLNU Attendance and Participation Policy

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.