

## INTERDISCIPLINARY STUDIES DEGREE PROPOSAL

Name:

Student Signature and Date:

***I hereby give permission for a copy of my transcripts to be sent to members of the Interdisciplinary Studies Committee and my faculty advisors.***

Proposal Title:

Proposal Type:  Type A     Type B    Degree:  BA     BS    Proposed Graduation Date:

**I. BACKGROUND INFORMATION:** What special information about your background or experience, not evident from your academic record would you like to share with the Interdisciplinary Studies Committee? If you are completing another major, minor, or certificate please include that information here.

At fifteen, I began planning my sixteenth birthday party. In the past, I worked with many area bands, and chose six of them to play at my party including the band All Time Low from Timonium, MD. After selecting a church basement as a venue, I spent months promoting the party at area malls, local concerts and online. By the date of event, four-hundred people attended, making nearly three thousand dollars for the bands playing the show.

This was my first attempt at booking and promoting an event, and found that it came naturally to me. After the event, I received requests from many bands and venues in the Baltimore area to help promote their shows. In order to maintain a consistent online and in-person presence I developed Scene Trash Promotions in 2006. I also created Scene Trash Magazine as a comprehensive way to build awareness of bands and area music through album reviews, interviews and photographs.

Scene Trash Magazine began as a monthly print magazine about only the Baltimore area, and music scene. Within the past three years, it has expanded to a large majority of the East Coast, with a constant stream of subscribers. While I gather much of my inspiration from other music magazines such as Rolling Stone and Alternative Press, Scene Trash Magazine focuses primarily on bands you don't hear on the radio, but have a radio friendly sound. They are mostly pop bands that are unsigned or on independent labels. The magazine also has a staff comprised of fifteen females all under the age of 21.

From the magazine's inception in 2006, I have set out to make Scene Trash a brand, not simply a magazine. The object of Scene Trash is to talk about more than music, but the sub-culture and lifestyle that come with the independent pop music. I consider myself more than a journalist. Over the years we have thrown parties, booked concerts, promote artists, held award ceremonies, and we have our own merchandise.

We work closely with record labels, such as Island Records and Atlantic Records to help their artists gain recognition through reviews and interviews in the magazine, in addition to helping develop contests and other unique marketing tactics. While gaining familiarity with the record industry, I received an opportunity to help on the 2009 Van's Warped Tour (a touring punk rock festival of about 75 bands that travels around North America for the duration of the summer). I spent two weeks on the tour as an assistant to the press coordinator, which gave me a chance to meet journalists, photographers, and influential people in the music industry.

I chose to go to UMBC to pursue my Bachelor's Degree because of the diverse nature of not only its campus, but also the Baltimore community, rich in arts and culture. In addition, the ability to create a major based on music, journalism and business, while still pursuing a liberal arts education, set UMBC apart from many area schools.

The flexibility of Interdisciplinary Studies gives me the opportunity to choose courses closely related to one another that span different departments. Disciplines such as American Studies can tie in closely with courses in Music or English. With INDS, I am free to explore the possibilities of these courses together and what knowledge I can gain from them as a whole.

In addition to my Bachelor's Degree at UMBC, I am also acquiring an MBA Preparatory Certificate, to prepare for attendance at The University of Maryland: College Park to pursue an MBA in Marketing.

**II. LONG RANGE GOALS:** What are your long range career, intellectual, or artistic goals? Include plans for graduate study, if applicable.

After I graduate from UMBC, I plan to attend The University of Maryland: College Park to acquire a Master of Business Administration in Marketing\*. During my studies at the University, I hope to expand my magazine distribution throughout the East Coast and eventually the United States. I also plan to start and develop an independent record label to help develop pop rock musicians and artists soon after I complete my MBA.

**III. LEARNING OBJECTIVES:** Write learning objectives to describe the areas of knowledge and skills needed to achieve your long range goals. Number each objective and list course titles and acronyms for achieving each objective.

In order to obtain my long term goals, I intend to:

1. Expand my knowledge of local and national pop culture in order to help further my involvement in the music industry as well as understand trends and demographics.
  - MUSC 217: Rock & Related Music
  - AMST 222: Introduction To Media & Communication Studies
  - AMST 320: Television In American Culture
  - AMST 350: Critical Decades: The 1960s
  - AMST 386: Studies In Baltimore Society And Culture
  - AMST 321: Radio in American Culture
  - ANTH 211: Cultural Anthropology
2. Increase entrepreneurial and leadership skills to start and maintain my own business.
  - ENES 200: Introduction to Entrepreneurship
  - PSYC 216: Foundations Of Leadership Development
  - PSYC 380: Personality\*
  - MGMT 210: The Practice Of Management
  - MGMT 360: Business Law
  - MGMT 425: Marketing
  - MUSC 323: Career Development For Musicians
3. Further develop journalism and communication skills to further relationships with colleagues and peers as well as advance my editorial and creative writing.
  - ENGL 303: The Art Of The Essay
  - ENGL 382: Feature Writing
  - SPCH 210: Interpersonal Communication
  - ART 425: Writing By & About Artists
4. Gain an understanding of the interdisciplinary process and apply it to the capstone project.
  - INDS 330: Ways of Knowing
  - ART 315: Video I
  - INDS 480: Capstone Project Seminar
  - INDS 490: Capstone Project

\*=transfer

**IV. INDS 410 INTERNSHIP/INDS 400 INDEPENDENT STUDY:** If an internship or independent study will help you to meet your academic goals, please describe the internship or independent study.

Due to my commitment to the magazine and record company “street team” work, I will not be pursuing an internship or independent study.

**V. CAPSTONE PROJECT:** How will you demonstrate the accomplishment of your academic goals, reflect the breadth and depth of your work, and integrate what you have learned in your program of study? Provide a description a project under consideration. Students completing a research paper (30 pages minimum) are expected to take at least one research methods course. Students completing artistic projects or other capstone options must include a written component describing the research process and interdisciplinarity of the project (10 pages minimum).

Mode:  Research paper       Artistic performance/presentation       Other (explain)

For my Capstone Project I will make a documentary on fanatic behavior amongst adolescents within the pop rock genre. I will be taking ART 315: Video I to understand the foundations of film creation. My magazine focuses primarily on a genre consisting of young artists (ages 17 to around 25), signed to independent record labels, that play a lighter, more radio-friendly style of rock music. The bands in this genre are much more accessible than the pop idols in the past, such as The Backstreet Boys, due to sites such as Facebook, MySpace and Twitter. In addition to accessibility, the bands in this genre gain their income based on merchandise sales, sponsorships, and touring instead of album sales.

While my focus is in journalism, the documentary will be in the style of such television shows as 20/20, known as a “television newsmagazine.” Along the lines of The Beatles or Elvis, the videos of their concerts and fans depict the chaos of music in a way that written word cannot. The decision to use film instead of print is to capture the nature of the concerts in the pop rock genre, including the sounds, the fans, and the intensity of the events. While there has been an array of media coverage on the aforementioned artists, this genre and current phenomenon has not been as widely covered.

I plan to start shooting May 2010, after I have nearly completed my video course, at the large New Jersey music festival known as The Bamboozle and continue throughout the duration of the summer. Extra footage, if needed, will be shot during Fall tour season. I am currently recruiting help with filming and editing from current UMBC film students. If, for whatever reason, I am unable to successfully put together a documentary, I will use the information acquired to make a book that includes photographs and interviews, and possibly create a supplement website that provides some footage.

The documentary will be a half hour to an hour long. Using the resources and contacts I have gained within the music industry, I will acquire footage of large festivals, such as Vans Warped Tour and The Bamboozle as well as smaller tours. The documentary will include interviews of fans, parents, bands, non-profit organizations, clothing companies, record labels, and concert promoters to understand their involvement in the music business. The interviews and research will address the phenomena of fandom, including economics (in terms of opportunity cost, and rational consumer behavior), socio-economic factors and the psychological behind the fandom in current times, and in the past. The documentary will also address accessibility of musicians; fueling fandom through marketing tactics, such as endorsements and sponsorships of companies, bands and labels; the role of the media and Web 2.0 in band development and exposure; and the unique nature of music marketing that lends itself to obsession, and branding.

For my written component, I want to understand branding of musicians. "360 Deal" also known as a "Multiple Rights Deal" is a term used in the music industry to describe special branding of musicians. Contracts allow record labels to receive a percentage of earnings from all of a band's activities, not just their music sales, such as ticket sales, merchandise sales, endorsement deals and ringtones. In exchange, musicians receive support from their label for longer periods of time (possibly the duration of their career) in all aspects of their career including providing merchandise, management, legal services, extensive marketing, and tour support. 360 Deals may even involve the music you hear in a store, in popular television shows, or guest appearances on MTV shows. This form of label partnership has become almost mandatory to major labels over the past few years, however; independent labels have run their companies in this fashion for years.

While acquiring footage for my documentary, I also plan to speak with labels and bands about 360 deals and branding of artists. Because any combination of business and art tends to lend itself to controversy, my paper will focus on the pros and cons of this type of deal from the standpoint of the consumer, the labels, and the bands. I will also examine how similar business tactics have been used in the past from as far back as The Monkees to current pop bands such as Paramore, a band that has become the flagship example of a 360 deal gone right.

**VI. REQUIRED COURSES:** All required courses must be completed with a grade of C or above unless the course is only offered pass/fail.

<b>TOTAL PROPOSAL CREDITS:</b>		<b>64</b>	<b>Minimum Requirement = 42 at 200-level and above</b>	
(200 level and above)		Course Number	Number of Credits	Learning Objective
1	WAYS OF KNOWING	INDS 330	3	4
2	INTRO TO ENTREPRENEURSHIP	ENES 200	3	4
3	CAPSTONE SEMINAR	INDS 480	1	4
4	CAPSTONE PROJECT	INDS 490	3	4
5	ROCK & RELATED MUSIC	MUSC 217	3	1
6	RADIO IN AMERICAN CULTURE	AMST 321	3	1
7	CAREER DEVELOPMENT FOR MUSICIANS	MUSC 323	3	3
8	INTRODUCTION TO MEDIA & COMMUNICATION STUDIES	AMST 222	3	1
9	TELEVISION IN AMERICAN CULTURE	AMST 320	3	1
10	CRITICAL DECADES: THE 1960S	AMST 350	3	1
11	STUDIES IN BALTIMORE SOCIETY AND CULTURE	AMST 386	3	1

12	FOUNDATIONS OF LEADERSHIP DEVELOPMENT	PSYC 216	3	2
13	PERSONALITY	PSYC 380	3	2
14	THE PRACTICE OF MANAGEMENT	ECAD 210	3	2
15	BUSINESS LAW	ECAD 360	3	2
16	MARKETING	ECAD 425	3	2
17	THE ART OF THE ESSAY	ENGL 303	3	3
18	FEATURE WRITING	ENGL 382	3	3
19	INTERPERSONAL COMMUNICATION	SPCH 210	3	3
20	WRITING BY & ABOUT MUSICIANS	ART 425	3	3
21	CULTURAL ANTHROPOLOGY	ANTH 211	3	1
22	VIDEO I	ART 315	3	4

\* List and number institutions for up to 12 transfer credits

\*\* To be entered by Interdisciplinary Studies advisor

**VII. If you have taken 100-level courses relevant to your proposed major, list below.**

Course Title	Course Number
INTRO TO MICROECONOMICS	ECON 101
INTRO TO MACROECONOMICS	ECON 102
INTRO TO PSYCHOLOGY	PSYC 100
ELEMENTARY CALCULUS	MATH 155
PRINCIPLES OF ACCOUNTING I	ECON 121*

**VIII. MBA Preparatory Studies Program Course List Appendix**

Course Title	Course Number
INTRO TO MICROECONOMICS	ECON 101
INTRO TO MACROECONOMICS	ECON 102
PRINCIPLES OF ACCOUNTING I	ECON 121

PRINCIPLES OF ACCOUNTING II	ECON 122
INTERMEDIATE EXPOSITION	ENGL 391
SEMINAR IN MANAGEMENT AND ADMINISTRATIONS	MGMT 489
APPLIED STATISTICS FOR BUSINESS AND ECONOMICS	STAT 351
ELEMENTARY CALCULUS	MATH 155
BUSINESS LAW	MGMT 360
PRODUCTION MANAGEMENT	MGMT 410
MARKETING	MGMT 425
FUNDAMENTALS OF CORPORATE FINANCE	ECON 374
INTRODUCTION TO COMPUTER BASED SYSTEMS	IS 101