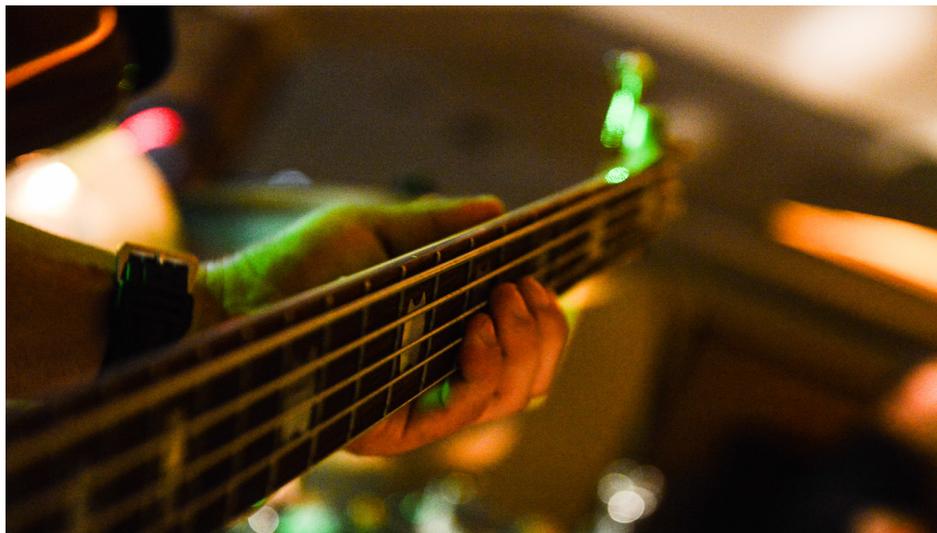


POPULAR + COMMERCIAL MUSIC

COLLEGE OF MUSIC + FINE ARTS



COURSES

This program includes courses in contemporary music theory, ensemble, style, and history, as well as the business, legal, and technology courses students will need to sustain themselves and manage the businesses that result from their creative work.

Contemporary Ensembles

Students gain live performance experience and instruction from Day 1 in rock, pop, singer/songwriting, urban, rap and vocal ensembles, completing each semester with live shows at the House of Blues and other New Orleans area venues.

Applied Studies

Each student receives private lessons on their primary instrument or voice with individual training every week from established New Orleans musicians.

Arts and Entertainment Industry Forum

In this unique, weekly session, world-renowned arts & entertainment industry professionals speak directly to the entire student body about industry trends, their own experiences, and careers.

Style and Practice

This course explores the musical styles and practices of popular music through performance on your instrument or voice, including pre-rock styles, rock and roll, blues, country, rap, British Invasion styles, Motown, Stax, funk, R&B styles, and other contemporary genres.

Music Industry Studies

Several courses are taken that cover the business of the music industry, including the Introduction to Music Industry Studies, Legal Issues, Arts and Entertainment Management and Marketing, and Senior Capstone.

THE BEATLES. Kendrick Lamar. Alicia Keys. Talking Heads. Adele. What do these performers have in common? They've all made music that is creative, artful, challenging, innovative—but also wildly commercially successful. Our popular and commercial music program welcomes rock musicians, rappers, EDM artists, singer/songwriters and all other musicians who might not necessarily have a background in classical or jazz. At Loyola, we'll give you the tools not just to fully realize your artistic vision but to make a career out of it.

Possible Careers:

- Arts entrepreneur
- Music producer
- Artist manager
- Festival manager

ATTENDING LOYOLA means being in the heart of New Orleans. Our campus is located in the city's historic Uptown neighborhood, just a short drive from the Central Business District, the city's hub of creativity and innovative thinking. You'll learn to hone your talents in the city named the #1 best city in the U.S. for creative professionals.