



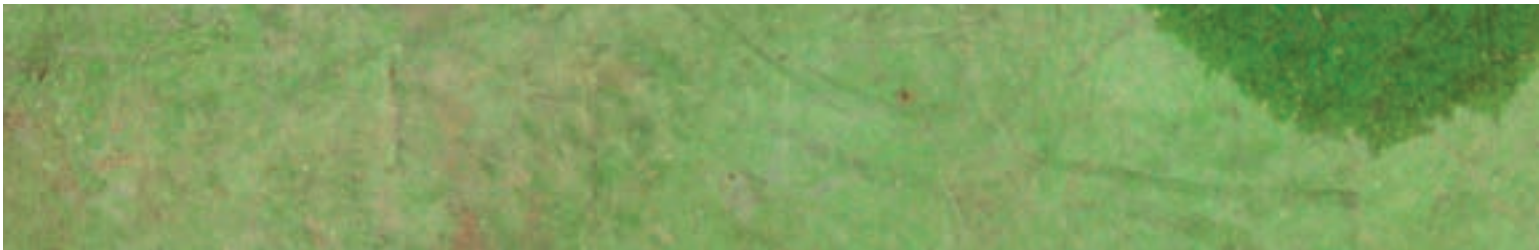
*GOD FIRST SINCE 1899*

---

# Make a Difference Through **Commercial Music**

---





## Commercial Music Major

In Azusa Pacific's **Bachelor of Music in Commercial Music** program, APU's mission to graduate difference makers manifests in the life-changing power of music.

The landscape of the music industry continually changes and is constantly accelerating. Whether you aspire to be in front of the microphone as a

performer, or behind the scenes as a music producer, manager, or many other creative and enriching music industry careers, this program provides a foundation of knowledge and skills that produces the agility and savvy required for success. Plus, you'll benefit from APU's close proximity to the entertainment hub of Los Angeles, where internships in more than 100 music businesses await.

Music can change the world because it can change people.

**- BONO, U2 FRONTMAN AND SOCIAL ACTIVIST**

*When I took my first music business class, Professor David Beatty opened our eyes to all the jobs that are out there for music students, and I realized that all the things that I want to do are possible.*

**- ANDREW WASHINGTON '18, COMMERCIAL MUSIC MAJOR**

## A Relevant Education for an Innovative Industry

The music industry constantly reinvents itself as technology changes, and APU's commercial music program looks forward to the future of music, drawing from the expertise of premier faculty working in the industry. You'll graduate equipped to thrive in today's—and tomorrow's—world of music.

Built on a foundation of personal musical excellence, an expertly crafted, broad curriculum will prepare you with relevant skills for any number of careers in the music industry, while allowing for more nuanced learning in one of five tracks. Projects such as web-based musical collaboration, creating a mock record label, and student-led audio project productions provide deeper understanding of the industry.



## In the commercial music major, you will...

- Participate in a successful internship program that has placed students in more than 100 music industry businesses, including Warner Bros., EMI, and Universal.
- Gain access to a growing network of faculty and alumni working in the music industry.
- Have the unique opportunity to participate in, or work with, a full studio orchestra.
- Enhance and improve your musical talent through one-on-one lessons with a world-class professor each semester.
- Learn about being a Christian in a secular work environment from faculty with years of experience and wisdom.



**Watch more of Andrew's story: [apu.edu/explore/commercial-music](http://apu.edu/explore/commercial-music)**





## Build Relationships with Faculty and Alumni Mentors

The music business is fundamentally relational, and making connections with those already succeeding is vital. The APU commercial music faculty is made up of working professional musicians with significant résumés and connections in Los Angeles, across the U.S., and abroad. They are award-winning recording artists, film composers, songwriters, studio musicians, producers, and audio recording engineers, all dedicated to preparing you to thrive in the music industry. Additionally, you'll benefit from connections with successful commercial music alumni who provide important mentoring and internship opportunities.

▶ Watch Mark's story:  
[apu.edu/explore/commercial-music](http://apu.edu/explore/commercial-music)



*This is how we tell our stories. This is how we plumb the depths of our souls and spirits. Artistic expression is fundamental and vital to our humanity.*

– MARK GASBARRO,  
COMMERCIAL MUSIC  
ADJUNCT PROFESSOR

## Tracks for Your Specific Talent

The commercial music major produces broadly prepared musicians who understand the importance of continually learning new skills and practices to adapt to changing industry needs. Choose from five tracks to customize your education to prepare you for your dream career in music.

- Audio Recording
- Composing/Arranging
- Music Business
- Instrumental Performance
- Vocal Performance

## Career Opportunities

The wide range of careers available in the music industry allows for integrating multiple interests. Possibilities include:

- Recording or Live Sound Engineer
- Producer
- Musical Director
- Touring Musician or Vocalist
- Studio Musician or Vocalist
- Artist Manager
- Music Publisher
- Singer/Songwriter
- Arranger or Orchestrator
- Composer: Media, Recording, Live Performance
- Entertainment Law
- Concert Promoter



## Successful Alumni



**Lynsey (Ruangchan)  
Baker '11**

music clearance administrator  
at CBS Television Studios



**Dale Becker '05**

mastering engineer  
and producer



**Corey Martin '14**

film, TV commercial, and video  
game composer



**Ashley Morgan '10**

studio singer (background vocals  
for Garth Brooks, Stevie Wonder,  
Nicki Minaj, and others), vocal  
arranger, and contestant on  
NBC's *The Voice* (2015)



**Bryan Taylor '06**

drummer (toured and recorded  
with such artists as Gwen  
Stefani, Lee Ritenour, Eric  
Hutchinson, Tommy Walker)

## Next Steps

Ready to learn more about the commercial  
music major, or apply to Azusa Pacific?  
Get started today!

### Visit Campus

[apu.edu/visitcampus](http://apu.edu/visitcampus)

### Learn More

[apu.edu/explore/commercial-music](http://apu.edu/explore/commercial-music)

### Apply

[apu.edu/apply](http://apu.edu/apply)

### Connect with Us

For more information or to learn about other majors  
and opportunities at Azusa Pacific, contact the Office  
of Undergraduate Admissions.

[admissions@apu.edu](mailto:admissions@apu.edu)

(626) 812-3016

901 E. Alosta Ave., PO Box 7000, Azusa, CA 91702

