

# NEW COURSE PROPOSAL

**Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester for the next catalog production.**

**Use YELLOWED areas to enter data.**

DATE (*Change if modified and redate file with current date*) **SEPTEMBER 27, 2010; REV 11.15.10**  
 PROGRAM AREA(S) **ART - PERFORMING ARTS MUSIC**

**1. Course Information.** *[Follow accepted catalog format.]*

**Prefix(es)** (Add additional prefixes if cross-listed) **ART -PAMU and Course No. 231**

**Title: THE BEATLES: MUSIC, FASHION AND CULTURE Units: 3**

Prerequisites

Corequisites

Consent of Instructor Required for Enrollment

**Catalog Description** (Do not use any symbols ): **An exploration into the music, fashion, films and cultural influences of the Beatles. Examines their musical periods and unique visual presentations, illustrating how they reflected and affected the evolution of contemporary popular music and culture from the 1960 to today.**

**Grading Scheme:**

X A-F Grades

Credit/No Credit  
Optional (Student Choice)

**Repeatability:**

Repeatable for a maximum of units

Total Completions Allowed  
Multiple Enrollment in Same Semester

**Course Level Information:**

X Undergraduate

Post-Baccalaureate/Credential  
Graduate

**Mode of Instruction/Components** (*Hours per Unit are defaulted.*)

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the Dean)
Lecture	3	1	40	x	_____
Seminar		1			_____
Laboratory		3			_____
Activity		2			_____
Field Studies					_____
Indep Study					_____
Other Blank					_____

Leave the following hours per week areas blank. The hours per week will be filled out for you.

3 hours **lecture** per week  
 hours blank per week

**2. Course Attributes:**

X **General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

**A (English Language, Communication, Critical Thinking)**

- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking

**B (Mathematics, Sciences & Technology)**

- B-1 Physical Sciences
- B-2 Life Sciences – Biology
- B-3 Mathematics – Mathematics and Applications
- B-4 Computers and Information Technology

**C (Fine Arts, Literature, Languages & Cultures)**

- X C-1 Art

C-2 Literature Courses

C-3a Language

C-3b Multicultural

**D (Social Perspectives)**

**E (Human Psychological and Physiological Perspectives)**

**UDIGE/INTD Interdisciplinary**

**Meets University Writing Requirement**

**Meets University Language Requirement**

**American Institutions, Title V Section 40404:**  Government  US Constitution  US History

Refer to website, Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

**Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

**3. Justification and Requirements for the Course.** (Make a brief statement to justify the need for the course)

A. Justification: This course is proposed as a lower division General Education course. It exposes students to the evolution and social significance of a specific area of popular music, art and culture and provides students with a greater understanding and appreciation of popular music and culture.

B. Degree Requirement:

Requirement for the Major/Minor

Elective for the Major/Minor

Free Elective

**Note: Submit Program Modification if this course changes your program.**

**4. Student Learning Outcomes.** (List in numerical order. You may wish to use the following resource in utilizing measurable verbs: <http://senate.csuci.edu/comm/curriculum/resources.htm>)

Upon completion of the course, the student will be able to:

- Discuss the importance of diverse musical influences on the Beatles music
- Write about the different styles and periods of the Beatles
- Describe how the Beatles' music influenced popular culture of the 1960's
- Distinguish specific songs, styles, and periods of the Beatles musical output
- Discuss the evolution of rock and popular music as influenced by the Beatles
- Differentiate and compare the songwriting styles of the various members
- Demonstrate the lasting influence of the Beatles from a musical and social standpoint

**5. Course Content in Outline Form.** [Be as brief as possible, but use as much space as necessary]

- I. Early musical influences on the Beatles
- II. Hamburg and the Cavern Club
- III. Beatlemania in the UK and Europe
- IV. Fashion: conformity of the uniform to freedom of expression expression
- V. The British Invasion: The Beatles arrive in America
- VI. Early period albums, TV, films and concert tours 1963-65
- VII. Cultural influence on mainstream society
- VIII. The mid-period: Changes in musical direction 1965-67
- IX. Music and visual imagery of the psychedelic period
- X. The later period and inner turmoil 1968-69
- XI. Abbey Road
- XII. Lasting influence of the Beatles

Does this course content overlap with a course offered in your academic program? **Yes**  **No**

If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? **Yes**  **No**

If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

**6. Cross-listed Courses** (Please note each prefix in item No. 1)

6.2.10 km2

A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).  
List each cross-listed prefix for the course: ART - PAMU

B. Program responsible for staffing: Art/Performing Arts

7. **References.** [Provide 3 - 5 references]

- The Beatles by Hunter Davies-Norton Publishing ISBN # 0393315711
- The Beatles: 10 Years that shook the World-DK Publishing ISBN # 0756606705
- The Love You Make by Peter Brown-McGraw Hill-007008159X

8. **Tenure Track Faculty Qualified to Teach This Course.**

Dr. Luda Popenhagen, Prof. Luke Matjas, Prof. Jack Reilly

9. **Requested Effective Date:**

First semester offered: Fall 2010

10. **New Resources Requested.** Yes  No

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

C. Facility/Space/Transportation Needs

D. Lab Fee Requested (please refer to Dean's Office for additional processing) Yes  No

E. Other

11. **Will this new course alter any degree, credential, certificate, or minor in your program?** Yes  No

If, YES attach a program update or program modification form for all programs affected.

Priority deadline for New Minors and Programs: **October 4, 2010** of preceding year.

Priority deadline for Course Proposals and Modifications: **October 15, 2010**, of preceding year.

Last day to submit forms to be considered during the current academic year: **April 15<sup>th</sup>**.

Dr. Luda Popenhagen

September 27,  
2010

Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)

Date

**Request for PAMU 231: THE BEATLES: MUSIC, FASHION AND CULTURE to be added to GE Category C1: Art.**

Committee Response:

Approved by committee on 10-13-2010

Criteria and Justifications Submitted:

- *Develop students' ability to respond subjectively as well as objectively to experience*  
The course will emphasize the diverse ways viewers can relate and react to the music, fashion, films,

and cultural influences of the Beatles. Students will develop a strategy to formulate their opinions based on critical thinking, personal points of view, musical, and visual interpretation.

- *Cultivate and refine students' affective, cognitive, and physical faculties through studying great works of the human imagination*  
Students will have the opportunity to listen, view, and write about the musical periods and unique visual presentations, illustrating how they reflected and affected the evolution of contemporary popular music and culture from the 1960 to today.
- *Increase awareness and appreciation in the traditional humanistic disciplines such as art, dance, drama, literature, and music*  
Students will learn to perform, listen to, read about, and discuss the music, fashion, and culture of the Beatles, and their relationship to and use in other performance genres, such as theatre, dance, film, etc.
- *Examine the interrelationship between the creative arts, the humanities, and self*  
This course contextualizes the significance of the influence of the Beatles music on popular culture of the 1960's. In this course students identify specific songs, styles and periods of the Beatles musical output. In their discussions and practice students will have the opportunity to invest their own personal opinions and preferences.
- *Include an exposure to world cultures*  
In this course students will be developing an understanding of world perspectives by listening to and studying music from different cultures, which influenced the Beatles music. Students will study the clothing and costuming from different cultures which were worn by the Beatles, and which subsequently transformed into emblematic statements of Beatles' fashion.
- *Impart knowledge and appreciation of the visual and performing arts*  
The very nature of this course is to consider and study the performing and visual arts, especially the music and fashion of the Beatles in performance and production. The visual elements will be discussed in the public concerts viewed by the students. Popular concerts and performances by the Beatles as spectacle will be one of the issues discussed.
- *Promote students' ability to effectively analyze and respond to works of human imagination*  
Students will have the opportunity to understand the evolution of rock and popular music as influenced by the Beatles by listening to examples, and through identifying, differentiating, and comparing the songwriting styles of the various members. Students will demonstrate the lasting influence of the Beatles from a musical and social standpoint. Students will have the opportunity, through writing, discussion, and performing musical extracts, to formulate their own responses.

## Approval Sheet

**Program/Course:** ART-PAMU 231 **THE BEATLES: MUSIC, FASHION AND CULTURE**

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair Jack Reilly		9/27/2010
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Signature

Date

Program Chair		
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Signature

Date

Program Chair		
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Signature

Date

General Education Chair		
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Signature

Date

Center for International Affairs Director		
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Center for Integrative Studies Director		
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Center for Multicultural Engagement Director		
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Signature

Date

Center for Civic Engagement Director		
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Signature

Date

Curriculum Chair		
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Signature

Date

Dean of Faculty		
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Signature

Date