



Course:	U.N.I.T.Why?: Why Hip Hop Culture Is The World's Culture
Instructor:	Will Strickland
Duration:	10 weeks

Course Objective: This course will present an opportunity for students to give critical analysis on the development of Hip Hop Culture as a burgeoning subculture within the greater spectrum of popular culture, ultimately becoming pop culture itself. Specifically, students will theorize & critique the basic tenets & precepts of Hip Hop Culture as well as the apparatuses by which these elements were created. Varying issues highlighting the multifaceted socio-political | economic | psychological | historical fabric by which the culture came to be will be examined & explored. These areas will serve in bringing forth the ideologies, cultural, racial & sexual struggles that exist microcosmically in Hip Hop & how these conflicts affect society-at-large.

Bio: Will Strickland's experience & expertise in urban music & lifestyles marketing are unparalleled. Will's first foray into the business of urban culture began in 1986 as a commercial radio DJ in Texas while still in high school. In the years that followed, he attained his undergrad & graduate degrees, launched his first company, upped his corporate IQ working at record labels such as Badboy, RCA, & Epic/Sony, played professional basketball overseas & began his doctoral degree while teaching at the University of Massachusetts-Amherst. Strickland aided in developing the careers of some of the biggest names in music, including Michael Jackson, Tupac, Notorious BIG, Kanye West, Mary J. Blige, Prince, Wu-Tang Clan, Jay-Z, Erykah Badu, Drake and others.

Will Strickland is responsible for several unique cultural "firsts":

- 1) Conceptualized & created the first ever online concert in Black Music History
- 2) Established the world's first university-accredited course on Hip Hop culture
- 3) First American President of UMAC, The Urban Music Association of Canada

Week	Topic
1	INTRODUCTION
2	FOUNDATION
3	HIP HOP GROWS UP & OUT
4	DRIVING FORCE OR DETRIMENTAL FAD?
5	LADIES FIRST
6	C.R.E.A.M.
7	HIP HOP 2K
8	TEST PREP
9	FINAL EXAM
10	POST TEST REVIEW; RESEARCH PAPER DUE

Evaluation

Reaction Briefs (7.5% each x 4)	30.0%
Attendance	15.0%
Final Exam	32.5%
Research Paper	22.5%
Total	100%