

MUS 079: INTRODUCTION TO MUSIC BUSINESS

New Course Proposal

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Originator

creba

Co-Contributor(s)

Name(s)

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Justification / Rationale

This new course will be a valuable addition to the existing courses, and newly modified courses, in the Commercial Music offerings. A cursory understanding of copyright, publishing, licensing, contracts and modern trends in distribution and DIY promotion are an absolute necessity for anyone wishing to have a career in any part of the Music Industry. This course will satisfy that need and better prepare our students for baccalaureate music studies or a career in music.

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

MUS - Music

Course Number

079

Full Course Title

Introduction to Music Business

Short Title

INTRO TO MUSIC BUSINESS

Discipline

Disciplines List

Music

Modality

Face-to-Face

Catalog Description

This course covers a wide range of topics specifically related to the Music Industry. Topics such as copyright, publishing, licensing, distribution, artist management, music attorneys, record label structure and personnel, administration, multimedia and promotion will be covered throughout the course to provide students with the necessary knowledge to begin a career in the Music Industry or to continue studies in the field.

Schedule Description

This course covers a wide range of topics specifically related to the Music Industry to provide students with the necessary knowledge to begin a career in the Music Industry or to continue studies in the field.

Lecture Units

3

Lecture Semester Hours

54

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Open Educational Resource

No

Formatting Style

MLA

Author

Baskerville, David and Tim

Title

Music Business Handbook and Career Guide

Edition

12

City

Thousand Oaks, CA

Publisher

SAGE Publications, Inc.

Year

2019

College Level

Yes

ISBN #

9781544341200

Class Size Maximum

25

Course Content

1. Copyright
2. Publishing
3. Licensing
4. Artist management
5. Promotion
6. Distribution
7. Multimedia
8. Social Media
9. Music Attorneys
10. Record Labels
11. Replication, Duplication and Streaming

12. Royalties
13. Contracts
14. Unions
15. Marketing

Course Objectives

	Objectives
Objective 1	Explore copyright law in the United States and how it relates to intellectual property.
Objective 2	Explore intellectual property exploitation as it relates to music publishing and licensing.
Objective 3	Identify and describe the primary business sectors of the music industry (i.e. publishers, record labels, artist management, marketing, legal, etc...)
Objective 4	Understand the rapidly changing landscape of the modern Music Industry as it relates to artists, management, promotion, production and distribution.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Describe and discuss the legal basis for music as a form of intellectual property and the copyright, publishing and licensing structures in place in the United States.
Outcome 2	Synthesize and articulate an understanding of the multiple facets of the Music Industry and how they relate to each other.
Outcome 3	Describe how independent artists can self produce, protect promote and exploit their work within the modern technological landscape.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	The primary method of instruction for this course will be lecture-based. Most topics are best explored through effective lectures and media presentations.
Discussion	Discussion will be used to explore certain topics and how they pertain to the current Music Industry. Students come with different backgrounds and musical interests and discussion is an effective way to connect the course material to student experiences.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Presentations/student demonstration observations	Students will work individually and in groups to create multimedia presentations on various topics throughout the semester. One such presentation will involve students working in small groups to prepare presentations on various record labels, their business strategies and market share.	In and Out of Class
Tests/Quizzes/Examinations	Periodic quizzes (Approximately 6) in addition to a mid-term and final examination will be the primary evaluation used for this course.	In and Out of Class
Product/project development evaluation	Each student will be required to create a promotional packet (fictional or autobiographical) as a professional musician/band.	In and Out of Class

Assignments

Grade Methods

Letter Grade Only

MIS Course Data

CIP Code

50.1003 - Music Management.

TOP Code

100500 - Commercial Music

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals

Curriculum Committee Approval Date

11/05/2019

Academic Senate Approval Date

11/14/2019

Board of Trustees Approval Date

12/19/2019

Chancellor's Office Approval Date

1/05/2020

Course Control Number

CCC000611427

Programs referencing this courseBasic Commercial Music Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=218/>)