

MUS 079: INTRODUCTION TO MUSIC BUSINESS

Originator

creba

Justification / Rationale

Add 100% online and hybrid modality for this course. In preparation for potential online and hybrid course requirements in the future we should add these modalities now. The course is currently working very well as a 100% online course.

Effective Term

Fall 2022

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

100% Online

Hybrid

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

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Instructional Materials and Resources

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Weekly announcements

External to Course Management System:

Direct e-mail

For hybrid courses:

Scheduled Face-to-Face group or individual meetings

Other Information

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**

09/16/2021

Academic Senate Approval Date

09/23/2021

Board of Trustees Approval Date

10/21/2021

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>)