

Mt. San Jacinto College
Integrated Course Outline of Record

Form B

Submitted by:	Vanessa Sheldon	Date:	10/10/2019
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Department	Subject	Course Number	Title
Music	Music MUS	147	The Music & Audio Business
Audio Technology	Audio Technology AUD	147	The Music & Audio Business
Business Administration	Business Administration BADM	147	The Music & Audio Business

Units/Hours

Each lecture unit requires 1 hour per week of class time, and 2 hours per week of study outside of class.
Each laboratory unit requires 3 hours per week of class time.
Each activity unit requires 2 hours per week of class time and 1 hour per week of study outside of class.

Lecture Units

3.00

Total Units

3.00

Lecture Contact Hours

48.00 - 54.00

Total Contact Hours

48.00 - 54.00

Lecture Homework Hours

96.00 - 108.00

Stand Alone:

Program Applicable

AA/AS Degree General Ed Breadth Area(s):

-none-

General Education Justification:

Maximum Enrollment:

40

Maximum Enrollment Justification:

Justification:

Grading Method:

Letter Grade or P/NP

TOP code:

1005.00*

Can be Taken

1

time(s) for credit (max 4)

- Visual or Performing Arts course that is required to meet major requirements for UC/CSU

- Intercollegiate athletics course

- Academic/vocational competition course

Catalog Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course).
(75 words or less in gray box below).

This course acquaints students with business practices in the music and audio industries. Students taking this course will be educated in areas such as contracts, copyrights, publishing and industry trends. Other topics covered by this course include digital audio and music technologies such as streaming.

Schedule Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course).
(25 words or less in gray box below).

This course acquaints students with business practices in the music and audio industries. This course covers topics such as contracts, copyrights, publishing, and industry trends.

Need for the course:

This course is an important ingredient in the music digital media programs by teaching the participants how to safely and effectively market their musical productions with skills learned and applied from AUD 140, 141, 143, and 145. This course compliments the other AUD classes by teaching the business of the recording industry, whereas, all of the other AUD courses teach the technology of the recording industry. This course fulfills 3 elective units toward an Associate’s Degree or Certificate in Audio Technology.

Prerequisite(s):

Prerequisites go through a separate approval process. See Forms E1-E6 for details.
(For further clarification, contact the Prerequisite Subcommittee)

-none-

Corequisite(s):

Corequisites go through a separate approval process. See Forms E1-E6 for details.

-none-

Recommend Preparation:

Recommended Preparation goes through a separate approval process. See Forms E1-E6 for details.

-none-

Other Enrollment Criteria:

-none-

Learning Objectives:

(please number each objective and express in behavioral terms)
Upon the completion of the course the student will be able to do the following:

1. Analyze the legislation affecting the music & audio industry.
2. Analyze and recognize the trends of the current music & audio industries.
3. Evaluate industry contracts.
4. Appraise the industry copyright requirements of a musical project.
5. Assess and differentiate between public domain music and licensed music.
6. Document the business considerations of major media forms.
7. Analyze technological trends and their effect on the music and audio business.

Course Content:

(please number the outline of main topics and subtopics)

1. Music Industry Trends
 1. Growth factors
 2. Factors inhibiting growth
 3. Current legislation
2. Recording Artist Contracts
 1. Agreement types and conditions
 2. Contracts with minors
3. Independent Record Producers
 1. Role
 2. Business considerations
4. Foreign Distribution & Markets
5. Major Factors in Labor Agreements
6. Copyrights
 1. Protecting unpublished works
 2. Authorship
 3. Legislation
 4. Infringement
7. History and Effects of the Digital Revolution
 1. Bootlegging, Piracy and Counterfeit
 2. Decline of record companies
 3. Rise of digital forms
8. Music Publishing
 1. Agreements
 2. Arrangements and adaptations
9. Public Domain Conditions of Use
10. Performing Rights Organizations
11. Songwriting Contracts and Royalties
 1. Legislation
 2. Conditions of royalties
12. Music for Video and Television
 1. Rights
 2. Contracts
 3. Licensing recordings
13. Music for Theater
 1. Rights
 2. Agreements
14. Current Trends in Technology and the Music Business
15. The DIY/Entrepreneurial Musician

Methods of Instruction:

Methods of instruction may include, but are not limited to the following:

- **Method:** Lecture

Integration: Classroom lectures will include the analysis of copyright, digital media, music in the public and private domain, government and industry legislation and regulations.

- **Method:** Audio and visual examples

Integration: Students will inspect products related to the legislation and regulations that impact the audio and music industry.

- **Method:** Homework

Integration: Students will prepare reports concerning licensing, royalties and distribution of written and/or recorded music.

- **Method:** Group Analysis

Integration: While collaborating in small groups, students will conduct analysis of contracts and legislation for the music and audio industries.

Methods of Evaluation:

A student's grade shall be determined by the instructor using multiple measures of performance related to the course objectives. Methods of evaluation may include but are not limited to the following:

- **Method:** Quizzes

Integration: Through periodic quizzes, students will be evaluated on their ability to understand differences of legislation and regulation in the music industry, digital media, copyright and publication.

- **Method:** Exams/Tests

Integration: Student comprehension of materials and topics covered in class sessions will be evaluated by exams and tests. Exam formats may include essay, short answer, multiple choice, and true false questions. Topics will include licensing, publication, industry regulations, and technological trends.

- **Method:** Oral Presentation

Integration: Students will give oral presentations about local, state, federal, and world copyright laws and how they do or do not affect music publications and recordings. Students will be evaluated on content accuracy, depth of research, and overall presentation.

Examples of Assignments:

Students will be expected to understand and critique college level texts or the equivalent. Reading and writing, as well as out of class assignments are required. These assignments may include but are not limited to the following:

1. Write an Elevator Speech: Write a speech that can be delivered in 30 to 60 seconds. You will need to practice delivering your speech to determine how long it takes. Time yourself or have someone else time you. Type your speech into a Word document. Then, present your speech in front of your classmates and instructor. Be sure to include the following elements in your speech:
 - A strong opening. This will be a solid sentence introducing who you are, including your name, job title or primary role, and a tagline.
 - A paragraph discussing why you chose this line of work and how it fits in with your goals and values.
 - A paragraph highlighting your strengths and experience. How would you bring value to a job or organization?
 - A paragraph discussing your top accomplishments. What have you achieved that you are proud?
 - A strong closing sentence. Thank your audience and let them know you appreciate their time.
2. Artist and Repertoire Assigment: Present to the class an unsigned band or artist that you think has a chance to be successful. Play a selection of their music, show a video, discuss the band's goals, what they have accomplished so far, how their promo material is set up, how they made their most recent recording. Present how you would pitch or market them if you were their agent or manager so they could advance their career. You will be divided into teams of two or three people for this project. Turn in a written summary of your project on the day of your presentation.
3. Create a Business Card: A business card can be a very important document for those potential clients who you meet for the first time. It provides complete contact information for you and your company. Many clients will save your card and file it with other company cards. They may even use your card to include in an electronic database of clients/customers/business contacts. It is, therefore, essential for you to have several cards on

- hand. You are to prepare a business card that reflects who you are, containing a logo and script of you/your company's name. Your card should be attractive, professional and not overly busy. Be sure your company name and logo stand out.
- Format:
 - business card size in publisher template (2" x 3.5")
 - company name and logo
 - company address including postal code
 - company phone & fax number
 - company website
 - email
 - Print 4 regular size business cards as instructed above on one page.

Textbooks:

- David Baskerville (2019). *Music Business Handbook and Career Guide, 12 ed.* Sage. ISBN: 978-154-4341200

Other Resources:

Minimum Qualification

- Commercial Music