

## COURSE OUTLINE

### **Music 171 Introduction to Music Business**

#### **Catalog Statement**

MUSIC 171 offers musicians an introduction to the career aspects of the music industry. Jobs and roles in the music industry are examined including: songwriters, film and television composers, arrangers, publishers, producers, engineers, record companies, retail, promotion, manufacturing, distribution, agents, music law, and managers. The course examines copyright legalities, the recording industry, and entrepreneurial opportunities for musicians. Students learn about possible fields of employment and how to effectively present themselves to employers in the music industry.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

**Total Course Units: 3.0**

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

**Total Faculty Contact Hours: 48.0**

Recommended Preparation: Eligibility for ENGL 120 or ESL 151

#### **Course Entry Expectations**

Prior to enrolling in the course, the student should be able to:

N/A

#### **Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

- differentiate potential fields of employment in the music industry;
- list the prerequisites needed for success in a particular job;
- evaluate personal abilities in relation to a given music industry employment objective;
- distinguish the format and function of various standard and evolving contracts and legalities of the music business;
- describe United States Copyright Law and its practical applications in the music business;
- explain the roles and basic techniques associated with music creation and production.

#### **Course Content**

Definition of Commercial Music (4 hours)

Art versus commerce

Overview of the arts and entertainment industries

Songwriting and Composition (6 hours)

**Total Faculty Contact Hours = 48.0**

- Professional songwriting
  - The craft of songwriting
  - The business of songwriting
  - Income sources
- Jobs in the Music Industry **(8 hours)**
  - Arranging and copyists
  - Contracting
  - Performing
  - Engineering
  - Production
  - Other supporting roles in the music industry
- Financial Considerations for Musicians **(6 hours)**
  - Income and expenses
  - Business entities
- Legal Consideration for Musicians **(6 hours)**
  - Copyright law
  - Contracts
  - Licensing
- Professional Organizations **(6 hours)**
  - Unions
  - Performing rights societies
  - Trade publications
- Product Creation **(6 hours)**
  - Understanding production
  - Marketing
  - Promotion
  - Distribution
- Employment in the Music Industry **(6 hours)**
  - Self-evaluation of job skills
  - Resume development
  - Demos and portfolios
  - Long-term career strategies

### **Methods of Instruction**

The following methods of instruction may be used in this course:

- lecture and discussion;
- multimedia;
- individual and/or group presentations;
- field activities/trips;
- guest speakers;
- online.

### **Out of Class Assignments**

The following out of class assignments may be used in this course:

- reading;
- resume preparation (e.g preparing a written resume to be presented to potential employers);
- industry research project (e.g. an oral or written presentation about an industry career such as a music lawyer or audio engineer);
- interview project (e.g. an oral or written presentation of a personal interview done with a person currently working in the music industry).

### **Methods of Evaluation**

The following methods of evaluation may be used in this course:

- participation;
- project evaluations;
- midterm examinations;
- final examinations.

### **Textbooks**

Baskerville, David and Tim Baskerville. *Music Business Handbook and Career Guide*. Thousand Oaks: Sage Publications, 2012. Print.  
12th Grade Textbook Reading Level. ISBN: 9781452242200.

Passman, Donald. *All You Need to Know About the Music Business*. New York: Free Press, 2012. Print.  
12th Grade Textbook Reading Level. ISBN: 9781451682465.

Brown, Jake. *Rick Rubin: In the Studio*. Toronto: ECW Press, 2009. Print.  
12th Grade Textbook Reading Level. ISBN: 9781550228755.

### **Student Learning Outcomes**

Upon successful completion of the required coursework, the student will be able to:

- differentiate potential fields of employment in the music industry;
- list the prerequisites needed for success in a particular job;
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