



COURSE OUTLINE : MUSIC 171

D Credit – Degree Applicable

COURSE ID 001210

Cyclical Review: APRIL 2021

COURSE DISCIPLINE : MUSIC
COURSE NUMBER : 171
COURSE TITLE (FULL) : Introduction To Music Business
COURSE TITLE (SHORT) : Intro To Music Business

CALIFORNIA STATE UNIVERSITY SYSTEM C-ID :

ACADEMIC SENATE DISCIPLINE: Music

CATALOG DESCRIPTION

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, publishing, licensing, marketing, contracts, performances, 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:3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours:54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Recommended Preparation: ENGL 100 or ESL 141, or equivalent.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	ESL	141	Grammar And Writing IV	compose a 400 to 450-word thesis-based essay which:	Yes
2	ESL	141	Grammar And Writing IV	a. summarizes and cites appropriately a reading passage provided as a prompt;	Yes
3	ESL	141	Grammar And Writing IV	b. includes a clear thesis statement;	Yes
4	ESL	141	Grammar And Writing IV	c. uses evidence to support the thesis;	Yes
5	ESL	141	Grammar And Writing IV	d. shows clear organization into an introduction, body and conclusion;	Yes
6	ESL	141	Grammar And Writing IV	e. uses appropriate rhetorical modes such as comparison/contrast, cause/effect and persuasion in order to support a thesis;	Yes
7	ESL	141	Grammar And Writing IV	demonstrate control of verb tenses in active and passive voice, gerunds and infinitives, conditionals real and unreal, adjective, noun, and adverb clauses, and transitional expressions;	Yes
8	ESL	141	Grammar And Writing IV	comprehend multi-paragraph reading passages in textbooks.	Yes
9	ENGL	100	Writing Workshop	write an argumentative essay that has an introduction, body paragraphs, and a conclusion, demonstrating a basic understanding of essay organization;	Yes
10	ENGL	100	Writing Workshop	write compositions (e.g., summaries and argumentative essays) that are easy to read and follow, though some errors in grammar, mechanics, spelling, or diction may exist;	Yes
11	ENGL	100	Writing Workshop	proofread and edit essays for content, language, citation, and formatting problems.	Yes

EXIT STANDARDS

- 1 Differentiate potential fields of employment in the music industry;
- 2 list the prerequisites needed for success in a particular job;
- 3 evaluate personal abilities in relation to a given music industry employment objective;
- 4 distinguish the format and function of various standard and evolving contracts and legalities of the musicbusiness;
- 5 describe United States Copyright Law and its practical applications in the music business;
- 6 explain the roles and basic techniques associated with music creation and production;
- 7 describe the principles of copyrights, publishing, licensing, and royalties as related to the music industry;



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- 8 explain the components of recording contracts, record companies, mechanicals, and composer agreements;
- 9 discuss the roles of marketing, promotion, advertisement, merchandising, and concert tours;
- 10 describe the function and role of music business personnel such as managers, agents, attorneys, producers, and promoters;
- 11 demonstrate an understanding of how revenue moves throughout the entire music industry system; demonstrate a basic understanding of copyright law as it pertains to licensing work, monetizing product, and protecting original compositions and sound recordings;
- 1 explain methods of marketing and monetization for physical and digital work, live events, music products,
- 13 writers and publishers, artist management, record companies, and broadcast and musical services intoday’s market.

STUDENT LEARNING OUTCOMES

- 1 Create a flowchart that illustrates how revenue moves throughout the entire music industry system.
- 2 Create a business or marketing plan based on a particular aspect of the music industry in which the student has interest.
- 3 Evaluate a particular career path of interest in the music industry through research and with an interview from a professional in the field.

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Definition of Commercial Music • Art versus commerce • Overview of the arts and entertainment industries	2	0	2
2	Songwriting and Composition • Professional songwriting • The business of songwriting • Income sources • Publishing * Composer agreements	8	0	8
3	Jobs in the Music Industry • Arranging and copyists • Contracting • Performing • Engineering • Producers • Managers • Agents • Attorneys • Promoters	8	0	8
4	Financial Considerations for Musicians • Income and expenses • Business entities	6	0	6



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5	Legal Consideration for Musicians • Copyrights • Contracts • Publishing • Licensing • Royalties	6	0	6
6	Professional Organizations • Unions • Performing rights societies • Trade publications	4	0	4
7	Product Creation • Record companies • Mechanicals • Understanding production • Marketing • Promotion • Distribution	8	0	8
8	Employment in the Music Industry • Self-evaluation of job skills • Resume development • Demos and portfolios • Long-term career strategies	4	0	4
9	Performing, Concerts, and Touring • Marketing • Promotion • Advertisement • Merchandising	8	0	8
				54

OUT OF CLASS ASSIGNMENTS

- 1 reading;
- 2 resume preparation (e.g preparing a written resume to be presented to potential employers);
- 3 industry research project (e.g. an oral or written presentation about an industry career such as a music lawyer or audio engineer);
- 4 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

- 1 participation and classroom discussions;
- 2 project evaluations;
- 3 midterm examinations;
- 4 final examinations.



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- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Music Business Handbook and Career Guide	Required	Thousand Oaks: Sage Publications	12		Baskerville, David	9781544341200	2019
All You Need to Know About the Music Business	Supplemental	Simon and Schuster	10	print	Passman, Donald	978-1501122187	2019