

MUSIC171 : Introduction To Music Business

General Information

Author:	<ul style="list-style-type: none">Tobin Sparfeld
Course Code (CB01) :	MUSIC171
Course Title (CB02) :	Introduction To Music Business
Department:	MUSIC
Proposal Start:	Fall 2024
TOP Code (CB03) :	(1005.00) Commercial Music
CIP Code:	(10.0203) Recording Arts Technology/Technician.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000590156
Curriculum Committee Approval Date:	11/08/2023
Board of Trustees Approval Date:	01/09/2024
Last Cyclical Review Date:	11/08/2023
Course Description and Course Note:	MUSIC 171 offers musicians an introduction to the career aspects of the music industry. We explore jobs and roles in the music industry 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, and students learn about possible fields of employment and how to effectively present themselves to employers in the music industry.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit
Author:	<ul style="list-style-type: none">Tobin Sparfeld

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Music
Alternate Discipline:	
Alternate Discipline:	

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
CMUS	Commercial Music	Approved	02/22/2022	CMUS 140 X - Music Business

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

Course Student Hours

In Class	Out of Class		Course Duration (Weeks)	
Lecture Hours	3	6	Hours per unit divisor	0
Laboratory Hours	0	0	Course In-Class (Contact) Hours	
Studio Hours	0	0	Lecture	54
			Laboratory	0
			Studio	0
			Total	54
			Course Out-of-Class Hours	
			Lecture	108
			Laboratory	0
			Studio	0
			Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Advisory

ESL141 - Grammar And Writing IV

Objectives

- Compose a 400 to 450-word thesis-based essay which: (a) summarizes and cites appropriately a reading passage provided as a prompt, (b) includes a clear thesis statement, (c) uses evidence to support the thesis, (d) shows clear organization into an introduction, body, and conclusion, and (e) uses appropriate rhetorical modes such as comparison/contrast, cause/effect, and persuasion in order to support a thesis.

OR

Advisory

ABSE186 - Essentials in Reading and Writing 1

Entry Standards

Entry Standards

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.

Comprehend multi-paragraph reading passages in textbooks.

Write an argumentative essay that has an introduction, body paragraphs, and a conclusion, demonstrating a basic understanding of essay organization.

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.

Proofread and edit essays for content, language, citation, and formatting problems.

Course Limitations

Cross Listed or Equivalent Course	Description
No value	No value

Specifications

Methods of Instruction

Methods of Instruction	Lecture
Methods of Instruction	Discussion

Methods of Instruction	Multimedia			
Methods of Instruction	Collaborative Learning			
Methods of Instruction	Demonstrations			
Methods of Instruction	Field Activites (Trips)			
Methods of Instruction	Guest Speakers			
Methods of Instruction	Presentations			
Out of Class Assignments				
<ul style="list-style-type: none"> • 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	Rationale			
Other	Participation and classroom discussions			
Project/Portfolio	Project evaluations			
Exam/Quiz/Test	Midterm examinations			
Exam/Quiz/Test	Final examinations			
Textbook Rationale				
No Value				
Textbooks				
Author	Title	Publisher	Date	ISBN
Passman, Donald	All You Need to Know About the Music Business	Simon and Schuster	2019	978-1501122187
Baskerville, David	Music Business Handbook and Career Guide	Thousand Oaks: Sage Publications	2019	9781544341200

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives**Course Objectives**

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 musicbusiness.

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.

Describe the principles of copyrights, publishing, licensing, and royalties as related to the music industry.

Explain the components of recording contracts, record companies, mechanicals, and composer agreements.

Discuss the roles of marketing, promotion, advertisement, merchandising, and concert tours.

Describe the function and role of music business personnel such as managers, agents, attorneys, producers, and promoters.

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.

Explain methods of marketing and monetization for physical and digital work, live events, music products, writers and publishers, artist management, record companies, and broadcast and musical services in today's market.

SLOs

Create a flowchart that illustrates how revenue moves throughout the entire music industry system. Expected Outcome Performance: 70.0

Create a business or marketing plan based on a particular aspect of the music industry in which the student has interest. Expected Outcome Performance: 70.0

Evaluate a particular career path of interest in the music industry through research and with an interview from a professional in the field. Expected Outcome Performance: 70.0

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Definition of Commercial Music (2 hours)

Art versus commerce

Overview of the arts and entertainment industries

Songwriting and Composition (8 hours)

- Professional songwriting
- The business of songwriting
- Income sources
- Publishing
- Composer agreements

Jobs in the Music Industry (8 hours)

- Arranging and copyists
- Contracting
- Performing
- Engineering
- Producers
- Managers
- Agents
- Attorneys
- Promoters

Financial Considerations for Musicians (6 hours)

- Income and expenses
- Business entities

Legal Consideration for Musicians (6 hours)

- Copyrights
- Contracts
- Publishing
- Licensing
- Royalties

Professional Organizations (4 hours)

- Unions
- Performing rights societies
- Trade publications

Product Creation (8 hours)

- Record companies
- Mechanicals
- Understanding production
- Marketing
- Promotion
- Distribution

Employment in the Music Industry (4 hours)

- Self-evaluation of job skills
- Resume development
- Demos and portfolios
- Long-term career strategies

Performing, Concerts, and Touring (8 hours)

- Marketing
- Promotion
- Advertisement
- Merchandising

Total hours: 54