

MUS A262: MUSIC AS A BUSINESS

Item	Value
Curriculum Committee Approval Date	12/08/2021
Top Code	100500 - Commercial Music
Units	2 Total Units
Hours	36 Total Hours (Lecture Hours 36)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

For students planning a career in the music industry. Contracts, agents, managers, producers, contractors, club owners. Guests lecturers from the industry. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Formulate a music tour plan including the duties of the musicians, manager, agent, and merchandise sales.
2. Formulate a new media marketing plan for a local music group that includes music distribution, performance promotion, profit projection and financing.

Course Objectives

- 1. Define and describe the rights and obligations of the performer in the business community.
- 2. Negotiate a profit from his/her work.
- 3. Identify and describe government regulations, taxes and how to acquire assistance.
- 4. Adequately prepare for a life in the music/entertainment industry.
- 5. Demonstrate an understanding of music industry standard contracts.
- 6. Explain the impact on technology and new media on the music industry.
- 7. Compare and contrast the three major performance rights societies.

Lecture Content

The product: the performer - him/herself Advertising Selling Marketing Promotion Publishing Duties of the publisher Copyright law Performance royalties (mechanical) Publishing royalties Licensing royalties Performance Rights Societies Who are they What do they do How do they do it Why you need them ASCAP BMI SEASAC Agents, managers and contractors Types duties Agents Managers Booking contractors The record companies The Big Six Indies (independents) Distribution Retail Rehearsal Techniques The difference between rehearsing practicing Equipment insurance Contracts Publishing Recording Production New

Media Advertising Music distribution Sales Promotion Blogging Web presence Performance sales techniques Music Merchandise Mailing list (email) The concert Pre-production Production Post-production Promotion Cost analysis Government regulations Types Taxes Assistance Career relationships. Union memberships Professional organizations

Method(s) of Instruction

- Lecture (02)

Instructional Techniques

Lecture, case studies, student project presentation, guest speakers

Reading Assignments

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Writing Assignments

Written midterm and final exams, evaluation of student projects

Out-of-class Assignments

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Demonstration of Critical Thinking

Written examinations and individual/group projects

Required Writing, Problem Solving, Skills Demonstration

Written midterm and final exams, evaluation of student projects

Textbooks Resources

1. Required Passman, Donald S.. All You Need to Know About the Music Business, latest ed. New York: Simon Schuster, 2006 Rationale: -

Other Resources

1. Selected materials to be provided and distributed by the instructor.