



## MUSC 3500

**Division:** Fine Arts

**Department:** Music

**Course:** MUSC 3500

**Title:** Recording Studio Operations

**Catalog Description:**

This course is required for students in the Bachelor of Music degree in Commercial Music - Music Production track. The course focuses specifically on the business of recording studios, including how to design, build, maintain and operate a studio. Students will also study the roles of various members of the studio production team (including talent, engineer, producer and studio owner) and strategies for maximizing revenue streams.

**General Education Requirements:** N/A

**Semesters Offered:** TBA

**Credit/Time Requirement:** Credit: 3; Lecture: 3; Lab: 0

**Clock/Hour Requirements:** 0

**Offered for Non-Credit:** No

**Prerequisites:** MUSC 3750 Music Business Survey or permission of instructor

**Justification:**

The changes brought about by technological advances have made the recording industry extremely competitive. It is imperative that students graduating in the Music Production track of the Snow College Commercial Music degree program have as much experience as possible with the business aspects of this important part of the music industry. Courses of this type are taught in similar B. Mus. programs across the US.

**Student Learning Outcomes:**

Upon completion of this course, students will be able to:

- demonstrate their knowledge of the requirements for starting, funding, equipping, scheduling, staffing and maintaining a studio;
- understand the difference between a project studio and a production studio,
- demonstrate their knowledge of the organizational structure of the studio and the roles of the people who work there;
- demonstrate their knowledge of the revenue streams available to the modern studio
- demonstrate an understanding of audio data archiving systems

In addition, students will:

- possess a business plan for the development of a recording studio for their pre-professional portfolio;

**Content:**

MUSC 3500

## Getting started

- A business plan
- Defining what type of studio plan is best for your market
- Getting funded
- Finding space
- Location
- Equipment
- Utilities
- Legal/accounting
- Insurance

## Personnel

- Hiring/firing
- Roles

## Making Money

- Session rates
- Bidding on projects
- Scheduling
- Getting paid

## Making More Money

- Transfer and duplication services
- Video projects
- Jingle or album packages
- Teaching
- Equipment rental

## Getting the Word Out

- Print advertising
- Direct mail
- TV/radio
- Web presence
- Reputation

Creating an environment that sparks your own creativity and others creativity

## Archiving

**General Education Outcomes:**

**Applied Education Outcomes:**

1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Students in this course will receive training in the business of owning and operating a recording studio. This training will include: starting a small business, advertising and promotion, and identification of revenue sources - - all important entry level skills for anyone entering this field. Students will receive feedback from their instructor via assignments and in-class discussion.

**Key Performance Indicators:**

Students in this course are assessed in the following ways:

- Participation Rates: Attendance at class sessions;
- Written Assignments: Original business plan and other portfolio materials;
- Exams: Written midterm and final exam;
- Presentation: Oral presentations related to business plan and portfolio;
- Group Project: Case studies.

**Representative Text and/or Supplies:**

Mandell, Jim. The Studio Business Book. Mix Books LLC. Current edition.

**Optimum Class Size:** 12

**Maximum Class Size:** 25

**Signatures:**

I hereby submit this course syllabus:

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Steve Meredith, DMA, Associate Professor

I hereby find this course consistent with the goals and resources of the Music Department:

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Steve Meredith, DMA, Associate Professor, Chair

I hereby find this course consistent with the goals and resources of the Fine Arts Division:

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Vance Larsen, MM, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

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Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

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Michelle Olsen, MLS, Campus Librarian (Richfield Campus)