



MUSC 3750

Division: Fine Arts

Department: Music

Course: MUSC 3750

Title: Survey of Music Business

Catalog Description:

This course is an overview of the music industry in the United States. Students will explore a variety of music industry career paths, including traditional performance and recording, but also related areas, such as arts management, music products & merchandizing, public relations, music publishing, and traditional & online music distribution. Students will also learn about the copyright laws of the US and how they relate to intellectual property. This course is required for all music majors pursuing the B. Mus. degree at Snow College.

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: Admittance into B. MUS program or permission of instructor

Justification:

Students graduating with a bachelor's degree in music should be as prepared as possible to enter the workforce. For the modern musician, this most likely means a significant amount of time spent as a professional contractor. To be successful, students must learn about the music business: how to market their work, how they will be paid, and how to protect their property. Similar courses are found throughout the US at institutions with a focus on commercial music.

Student Learning Outcomes:

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

- demonstrate their knowledge of the legal basis for music as a form of intellectual property;
- demonstrate their knowledge of the concepts, organizational structures, and functions of the key areas of contemporary music business;
- demonstrate their knowledge of the various ways music is marketed, sold, and supported by industry; demonstrate writing, research and presentation skills.

In addition, students will:

- possess a set of personal career goals within the music industry;
- possess a pre-professional portfolio, containing materials for pursuing internships or employment with companies in the music industry.

Content:

MUSC 3750

- Music Industry Overview and History
- The Flow of Money
- Contracts
- Marketing and Promotion
- Distribution
- Copyright: Artist/Writer Perspectives
- Copyright: Customer Perspectives
- New Business Models
- The Impact of Technology
- Guilds/Agencies/Unions

General Education Outcomes:

2) Write clearly, informatively, and persuasively.

Students studying music business will write original materials related to research topics and case studies. In addition, they will write promotional materials to use in their portfolios. Writing assignments will be assessed by both the instructor and class peers, and opportunity for revision will be provided.

Key Performance Indicators:

Students in this course are assessed in the following ways:

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

Representative Text and/or Supplies:

Baskerville, David. *Music Business Handbook and Career Guide*. Current edition.

Optimum Class Size: 24

Maximum Class Size: 35

Signatures:

I hereby submit this course syllabus:

Steve Meredith, DMA, Associate Professor

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

Steve Meredith, DMA, Associate Professor, Chair

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

Vance Larsen, MM, Associate Professor, Dean

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

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

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)