

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** MUS. 286 **TITLE:** Music Business
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours
Method of Grading: Grade Option (Letter Grade or Pass/No Pass)
2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
AA/AS Degree Requirements:
 CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development
3. **COURSE DESCRIPTIONS:**
Catalog Description:
 Overview of the business and legal aspects of the music industry. Topics include: record contracts, performance agreements, publishing, licensing, self-release, distribution, copyright, promotion and social media. In addition, the duties and responsibilities of music producers, agents, managers, promoters, and performing artists will be examined.
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
 Upon successful completion of this course, a student will meet the following outcomes:
 1. Describe the principles of copyrights, publishing, licensing, and royalties as they relate to the music industry,
 2. Explain the components of recording contracts, record companies, mechanicals, composer agreements.
 3. Create and develop marketing and promotional material; use social media to start building a fan base and benefiting their career.
 4. Describe the many pathways for a music career from performance artists and music producers to business managers and promoters.
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
 1. Outline how to start a music business: creating a business name, deciding on a product, developing a personalized accounting system.
 2. Describe how to use web tools for: marketing, product sales, and increasing audiences by creating a website, an electronic press kit, and use of social media.
 3. Outline how to set up an independent record label by creating business infrastructure, marketing plan, distribution plan, and marketplace research.
 4. Explore viable career options and career development in the music business, such as performing careers, teaching careers, broadcasting/film/video careers, and entrepreneurial endeavors.
 5. Explore the business of songwriting, publishing, copyright, and licensing.
6. **COURSE CONTENT:**
Lecture Content:
 1. Music and Entrepreneurship
 - A. The economics of independent music
 - a. marketing directly to fans
 - b. accounting: doing the math
 - c. sales and promotion
 - d. financing
 - e. touring
 - f. licensing
 - B. Start your own business
 - a. business name
 - b. forms of ownership
 - c. permits and legalities
 - d. raising funds
 - e. marketing
 - f. accounting and finance

- g. operations management
- C. Independent record labels
 - a. record label promotion
 - b. distribution options
 - c. market place research
 - d. recording industry Association of America
 - e. national academy of recording arts and sciences
- 2. Music Business in the Digital Age
 - A. Overview of the music business then and now
 - a. milestones in changes of technology
 - b. self release vs. record company release
 - c. agent vs. self-promotion
 - B. General business
 - a. raising funds
 - b. accounting and finance
 - c. operations management
 - C. Internet tools
 - a. website presence
 - b. electronic press kits
 - c. online demos
- 3. Careers in the Music Business
 - A. Songwriter
 - a. publishing options
 - b. evaluating publishers
 - c. the song writer's guild
 - B. Composer-music producer
 - a. Music rights
 - b. Performing rights organization
 - c. Membership options
 - d. Licensing
 - C. Performer
 - a. singer
 - b. instrumentalist
 - c. band member
 - D. Arranger-orchestrator
 - E. Music director-conductor
 - F. Record producer
 - G. Teacher
 - a. private studio
 - b. academic institution
 - c. music therapy
 - H. Sound designer
 - a. radio
 - b. film/tv
 - c. music video
 - d. advertising
 - I. Manager
 - a. producing an act
 - b. programming
 - c. networking
 - J. Promoter
 - K. Music Related Fields
 - a. music librarian
 - b. radio programmer/deejay
 - c. technology based careers (Pandora, Spotify, etc.)
 - d. legal services
 - e. arts administration
 - f. sales
 - g. visual arts/graphics
 - h. audio engineer

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Activity
- C. Discussion
- D. Field Trips
- E. Guest Speakers

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Examples: develop a business plan (3-5 pages); develop copy for promotional materials; self-reflection on music industry careers

Reading Assignments:

Selections from textbook and instructor provided materials/links.

Other Outside Assignments:

Interview someone in the music industry and report on the business aspects of their current work

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Field Trips
- D. Group Projects
- E. Homework
- F. Oral Presentation
- G. Papers
- H. Projects
- I. Research Projects
- J. Written examination

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Baskerville, D., Baskerville, T.. *Music Business Handbook and Career Guide*, 11 ed. Sherwood Publishing Partners, 2017
- B. Cameron, S.. *The Music Business and Recording Industry*, 1 ed. Routledge, 2015

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Course Originator: Christine Bobrowski