



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number MUS123	Course Title Music Business	Credits 3
Hours: Lecture/Lab/Other 3 lecture	Co- or Pre-requisite None	Implementation Semester & Year Spring 2022

Catalog description:

Overview of the music industry including copyright law, publishing, contracts, management, licensing, and merchandising. Students gain an overall understanding of the people, technologies, and laws that affect all aspects of the music business, culminating in a discussion of career opportunities.

General Education Category:
Not GenEd

Course coordinator:
Scott Hornick, 609-570-3716, hornicks@mccc.edu

Required texts & Other materials:

Baskerville, David and Tim. Music *Business Handbook and Career Guide* (9th edition), Sage Publications, Inc., 2010. ISBN: 978-1412976794

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Identify, define, and explain a working knowledge about the business side of the music industry. [Supports ILGs #1,9,10,11; PLO #6]
2. Understand how contracts are created and drafted, and the details the lie within each contract. [Supports ILGs #4,9,10,11; PLO #6]
3. Differentiate between the major and independent record companies, artists, producers, publishing companies, managers, agents, promoters, and attorneys. [Supports ILGs #1,4,7,10,11; PLO #6]
4. Identify the new challenges from digital technology and the internet, exploring the evolving markets and career paths. [Supports ILGs #1,4,7,10,11; PLOs #3,6]
5. Demonstrate a knowledge of the core concepts of copyright and trademark laws as they apply to music. [Supports ILGs #1,4,7,10,11; PLO #6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 7. History. Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Music AS Program(PLO)

6. Identify and distinguish the major periods in the history of Western music from the Middle Ages into the 21st century and cite the primary composers whose works

Units of study in detail – Unit Student Learning Outcomes:

Unit I [Historical Context and Changes in Music Business] [Supports Course SLOs #1,3,]

Learning Objectives

The student will be able to:

- Understand the transition of the Music business from sheet music to recorded music.
- Explain the traditional money flow chart.
- Identify the factors that led to the digital music revolution and its effect on the music industry.
- Demonstrate knowledge of copyright law and its role in the business of music.
- Explain the intricacies of Music publishing and licensing.
- Categorize the roles of performing rights societies, mechanical licenses, synchronization licenses, etc.

Unit II [Music Business and Radio] [Supports Course SLOs #1,2,3,4,5]

Learning Objectives

The student will be able to:

- Identify changes in the importance of radio in mainstream radio versus satellite radio.
- Comprehend and discuss music in advertising and its many uses.
- Distinguish between art and commerce regarding licensing and its role on decisions made by artists.

Unit III [Artist Management and Producers] [Supports Course SLOs #2,3,4,5]

Learning Objectives

The student will be able to:

- Identify and describe the roles of Agents, Managers, and Attorneys.
- Evaluate contracts created between the artist and the artist's management.
- Compare basic terms of recording contracts with major labels versus independent labels.
- Analyze the needs for standard recording contracts and record deals in today's world.
- Demonstrate their knowledge of the role of a producer, and differentiate between the producer as a hired gun versus the producer as part of the company.

Unit IV [Concert Business and Trends] [Supports Course SLOs #2,3,4,5]

Learning Objectives

The student will be able to:

- Recognize the current state of live concerts and describe current trends.
- Analyze the methods available for artists to continue to perform at concerts and utilizing other methods to showcase their product.
- Describe the impact that new technologies have on the conception and composition of music.
- Develop a 5-year and 10-year plan for a career in the music industry.
- Compare the real-world job market in the current music industry.

Evaluation of student learning: [Evaluates SLOs # 1,2,3,4,5]

Each student's attainment of these objectives will be assessed using the following means of evaluation.

Evaluation Tools	% of Grade
Completion of and performance on weekly reading and writing assignments	20%
Midterm test covering historical context and copyright information	20%
Completion and presentation of a research paper whose content will focus on an agreed upon topic within Music business.	20%
Final exam and project demonstrating knowledge of various types of contracts and roles of management.	20%
Attendance and participation in class discussion	20%