

**MUSC 70A Course Outline as of Fall 2021****CATALOG INFORMATION**

Dept and Nbr: MUSC 70A Title: MUSIC INDUSTRY 1

Full Title: Music Industry 1: Fundamentals

Last Reviewed: 3/8/2021

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	3.00	Lab Scheduled	3.00	6	Lab Scheduled	52.50
		Contact DHR	0		Contact DHR	0
		Contact Total	5.00		Contact Total	87.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

This course offers a broad look at the music industry in a real-world setting through collaborative learning. Students will work in teams called “base groups” to accomplish various duties associated with the operation of an independent record label. Topics include the history of the music industry, record label business models and practices, copyrights, contracts, and ethics as they pertain to creating a recorded music product.

**Prerequisites/Corequisites:****Recommended Preparation:**

Course Completion of MUSC 50

**Limits on Enrollment:****Schedule of Classes Information:**

Description: This course offers a broad look at the music industry in a real-world setting through collaborative learning. Students will work in teams called “base groups” to accomplish various duties associated with the operation of an independent record label. Topics include the history of the music industry, record label business models and practices, copyrights, contracts, and ethics

as they pertain to creating a recorded music product. (Grade Only)

Prerequisites/Corequisites:

Recommended: Course Completion of MUSC 50

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b>	Transferable	Effective:	Fall 2021	Inactive:
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<b>UC Transfer:</b>		Effective:		Inactive:
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### **CID:**

CID Descriptor: CMUS 140X Music Business

SRJC Equivalent Course(s): MUSC70A AND MUSC70B

### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Describe the fundamental aspects of a recorded music business with proper consideration of trademark, contracts, and industry standards.
2. Create a strategy for producing and distributing a musical product using standard record industry practices as well as legal, social and ethical considerations.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Explain the purpose, place, and function of record labels in the modern music industry.
2. Identify the elements of record contracts and describe their significance.
3. Describe the importance of trademarks and copyrights within the record industry.
4. Explicate the business aspects and best practices for creating a viable commercial musical recording.
5. Explain how businesses function within the music industry including legal, ethical, and social considerations.
6. Demonstrate professionalism and effective interpersonal communication in a music industry setting.

### **Topics and Scope:**

(Topics are taught as integrated lecture/lab)

- I. History of the Music Industry
  - A. Traditional music industry

- B. Digital revolution
- C. Record industry of today
- II. Record Label Models
  - A. Major vs. independent labels
  - B. 360 Deals
  - C. The "Music Company" concept
- III. Business Setup
  - A. How to form a business
  - B. Choosing an entity
    - 1. Sole proprietorships
    - 2. Partnerships
    - 3. Corporations
  - C. Trademark
- IV. Copyright Basics
  - A. Importance of copyright
  - B. Master recording vs composition
  - C. How to file
  - D. Copyright infringement and fair use
  - E. Work for hire and transfer of copyright
  - F. Compulsory license
- V. Contracts
  - A. Royalties
  - B. Advances
  - C. Recoupment
  - D. Cross-collateralization
  - E. Exclusivity
  - F. Controlled compositions
- VI. Ethics
  - A. Creating a code of ethics
  - B. Transparency
  - C. History of artist exploitation
  - D. Cultural Appropriation
- VII. Creating a Budget
  - A. Merchandise
  - B. Music Videos
  - C. Promotion
  - D. Album costs
- VIII. Record Production
  - A. Recording
  - B. Mixing
  - C. Mastering
  - D. Role of the producer
- IX. Record Manufacturing
  - A. Metadata
  - B. Artwork
  - C. CDs
  - D. Vinyl

**Assignment:**

(Lecture):

1. Readings (10-20 pages per week) from the text, handouts, and/or online sources

2. Viewing videos and/or trainings from online sources (as needed)
3. Short written assignments based on readings such as responses, short essay questions, or quiz questions
4. Quizzes (2-4) on course topics (multiple choice/short answer/essay as needed)

(Lab):

1. Identify 2-4 individual and/or group objectives.
2. In-class group work and completion of assigned base group duties
3. Oral presentation to pitch a new artist
4. Evaluation of success at individual and/or group objectives
5. Final oral presentation and written report from each base group

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written assignments, identification of objectives, final group report

Writing  
25 - 30%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Artist pitch presentation, assessment of objectives, final group presentation

Problem solving  
30 - 35%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

Quizzes

Exams  
15 - 20%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance, group participation, professionalism and teamwork

Other Category  
25 - 30%

### Representative Textbooks and Materials:

All You Need to Know About the Music Business. 10th ed. Passman, Donald. Simon & Schuster. 2019

How to Make it in the New Music Business. 2nd. Herstand, Ari. Liveright. 2019

Instructor prepared materials.