

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

Dept and Nbr: MUSC 70B Title: MUSIC INDUSTRY 2

Full Title: Music Industry 2: Marketing &amp; Distribution

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 music publishing, distribution, music marketing, live shows, and data analysis as they pertain to creating and selling a recorded music product.

**Prerequisites/Corequisites:**

Course Completion of MUSC 70A

**Recommended Preparation:****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 music publishing, distribution, music marketing, live shows, and data analysis as they pertain to

creating and selling a recorded music product. (Grade Only)  
 Prerequisites/Corequisites: Course Completion of MUSC 70A  
 Recommended:  
 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:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 2021	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**  
 Both Certificate and Major Applicable

**COURSE CONTENT**

**Student Learning Outcomes:**

- Upon completion of the course, students will be able to:
1. Describe the fundamental aspects of a recorded music business with proper consideration of marketing, publishing, and distribution.
  2. Create a strategy for producing and distributing a musical product using standard record industry practices, data analysis, and creative approaches to promotion in the modern recorded music industry.

**Objectives:**

- Students will be able to:
1. Explain the components of music publishing and music publishing libraries.
  2. Create strategies for and describe the best practices of successful marketing campaigns in a music industry context.
  3. Acquire, analyze, and apply data within a music industry context to evaluate evolving revenue streams and improve music marketing strategies.
  4. Explain recorded music industry commerce including digital distribution, physical sales, royalty accounting, other potential income sources, and the components required to run a profitable business within the music industry.
  5. Demonstrate professionalism and effective interpersonal communication in a music industry setting.

**Topics and Scope:**

- (Topics are taught as integrated lecture/lab)
- I. Creating a Marketing Plan
    - A. Branding

- B. Defining your audience
- C. Defining your goals
- II. Advertising
  - A. Traditional, radio and print
  - B. Direct-to-fan and social media
  - C. Promotions
  - D. Playlisting
  - E. Hashtags
  - F. Creating an Electronic Press Kit (EPK)
- III. Distribution
  - A. Physical considerations
  - B. Digital considerations
  - C. Choosing a distributor
  - D. Universal Product Code (UPC) and International Standard Recording Code (ISRC)
- IV. Income Sources
  - A. Physical
  - B. Streaming
  - C. Content ID Systems
  - D. Global revenue sources
  - E. Other revenue sources
- V. Royalty Accounting
- VI. Data Tracking
  - A. Traditional physical sales tracking (Soundscan)
  - B. Sales tracking in the digital era
  - C. Audience demographic tracking
  - D. How to chart
- VII. Publishing
  - A. Splits
  - B. Songwriter vs. publisher royalties
  - C. Income Sources
    - 1. Mechanical licenses
    - 2. Synch Licenses
    - 3. Performance royalties
  - D. Performance Rights Organizations
  - E. Sound Exchange
  - F. Harry Fox Agency
  - G. Publishing administration
- VIII. Music Library Management
  - A. Creating alternate song versions
  - B. Advanced metadata tagging
- IX. Live Shows
  - A. The record release
  - B. Concert promotion
  - C. Artist contracts/riders
  - D. Venue contracts

**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 of music marketing plan.
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.

Marketing plan 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 ed. Herstand, Ari. Liveright. 2019.

Instructor prepared materials.

