

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Music Business
COURSE NUMBER	AUDI 0130
DIVISION	Arts, Communications, and Humanities
DEPARTMENT	Arts
CIP CODE	10.0203
CREDIT HOURS	3.00
CONTACT HOURS/WEEK	Class: 3.00 Lab: X Clinical: X
PREREQUISITES	None

COURSE PLACEMENT Students must meet the correct placement measure for this course. Information may be found at:
<https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html>

COURSE DESCRIPTION

This course will introduce students to the history, procedures, practices, economics, and careers of the music industry. The focus will be on the development of business related knowledge necessary to effectively obtain or maintain an audio production or concert/event facility and a professional music career. Business techniques and legal concepts central to many aspects of the music business will be introduced. Students will be taught to recognize situations requiring the services of an entertainment attorney and will be familiarized with the concepts of contracts, royalties, agents, management, and various aspects of the recording industry.

KANSAS SYSTEMWIDE TRANSFER: AUDIO130

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

PROGRAM ALIGNMENT

This course is part of a program aligned through the Kansas Board of Regents and Technical Education Authority. For more information, please visit:
https://kansasregents.org/workforce_development/program-alignment

General Education Learning Outcome

- Basic Skills for Communication
- Mathematics
- Humanities
- Natural and Physical Sciences
- Social and Behavioral Sciences

Institutional Learning Outcomes

- Communication
- Computation and Financial Literacy
- Critical Reasoning
- Technology and Information Literacy
- Community and Civic Responsibility
- Personal and Interpersonal Skills

TEXTBOOKS

<http://kckccbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

I. History of the music industry

- A. Early recordings
- B. Radio
- C. Films, television, and the compact disc

II. Copyright and intellectual property

- A. Copyright history
- B. 1971 Sound Recording Amendment
- C. Audio Home Recording Act of 1992
- D. Fair Use exemptions/Compulsory License

III. Structure, economics, and operation of the recording industry

- A. Record Company Structure/Administration
- B. The record label
- C. Recording the album: budgets, studios, engineers, and producers
- D. Manufacturing: mastering, duplication, warehousing
- E. Distribution/Marketing/Promotion/Publicity

IV. Music publishing and distribution

- A. Publishing companies
- B. Performing rights organizations: ASCAP/BMI
- C. Royalties

V. Financial issues

- A. Various types of contracts: recording/publishing
- B. Contract negotiation
- C. Tax laws
- D. Corporations; starting a business/record label
- E. Investors

VI. Facility management

- A. Obtaining and managing a recording facility
- B. Obtaining and managing a concert/event venue
- C. Liability and insurances

VII. Performance issues

- A. Agents/Managers
- B. Promoters
- C. Musicians' union
- D. Show contracts, tickets, technical needs

VIII. Personal skills

- A. Job search
- B. Self evaluation
- C. Résumé preparation
- D. Interviewing skills

COURSE LEARNING OUTCOMES AND COMPETENCIES

Upon successful completion of this course, the student will:

- A. The learner will be able to discuss the history of the music industry and its impact on the current status of the industry.
- B. The learner will be able to describe aspects of copyright law and intellectual property.
- C. The learner will be able to define various structures, economics, and operations of the recording industry.
- D. The learner will be able to characterize various aspects of music publishing and distribution systems.
- E. The learner will be able to evaluate and comment on various financial issues dealing with the music business.
- F. The learner will be able to discuss issues related to audio production facility and concert/ event presentation venue management.

COURSE COMPETENCIES:

The learner will be able to discuss the history of the music industry and its impact on the current status of the industry.

1. The learner will be able to discuss the significance of early recordings.
2. The learner will be able to describe the impact of radio on the music business.
3. The learner will be able to assess the importance of films, television, and the compact discs on the modern music business.

The learner will be able to describe aspects of copyright law and intellectual property.

4. The learner will be able to discuss the history of copyright in the United States.
5. The learner will be able to describe the importance of the 1971 Sound Recording Amendment.
6. The learner will be able to discuss the importance of the Audio Home Recording Act of 1992.
7. The learner will be able to comment on the Fair Use exemptions and Compulsory License clauses of the copyright law.

The learner will be able to define various structures, economics, and operations of the recording industry.

8. The learner will be able to characterize components of record company structure and administration.
9. The learner will be able to describe the functions of a record label.
10. The learner will be able to explain the process of recording an album, including the role of budgets, studios, engineers, and producers.
11. The learner will be able to describe the process of manufacturing a CD, including mastering, duplication, and warehousing.
12. The learner will be able to explain the concepts of distribution, marketing, promotion, and publicity within the record industry.

The learner will be able to characterize various aspects of music publishing and distribution systems.

13. The learner will be able to explain the role and functions of publishing companies.
14. The learner will be able to describe the necessity for and functions of performing rights organizations such as ASCAP and BMI.
15. The learner will be able to illustrate how royalties are calculated.

The learner will be able to evaluate and comment on various financial issues dealing with the music business.

16. The learner will be able to discuss various types of contracts in the music industry, including those for recording and publishing.
17. The learner will be able to characterize some of the processes of contract negotiation.
18. The learner will be able to interpret some of the tax laws that apply to music income.
19. The learner will be able to discuss the function of corporations and the process of starting a business or record label.
20. The learner will be able to explain the function, impact, and role of investors.

The learner will be able to discuss issues related to audio production and concert/event presentation facility management.

21. The learner will be able to discuss issues related to obtaining and managing an audio production facility.
22. The learner will be able to discuss issues related to obtaining and managing a concert/event presentation venue.
23. The learner will be able to explain relevant liability and insurance considerations.

The learner will be able to discuss the issues related to live performances of music.

24. The learner will be able to describe the job functions of agents and managers.
25. The learner will be able to explain how the job functions of a promoter.
26. The learner will be able to describe the role of the musicians' union.
27. The learner will be able to delineate the aspects of show contracts, tickets, and technical needs as they relate to performers' contracts.

The learner will be able to develop personal skills related to furthering his/her career in the music business.

28. The learner will be able to represent himself/herself favorably in a music industry-related job search.
29. The learner will be able to describe techniques of self-evaluation that will equip him/her to better compete for jobs in the music industry.
30. The learner will be able to prepare a professional résumé that will represent his/her skills to the best possible advantage.
31. The learner will be able to demonstrate interviewing skills that will show off his/her talent to the best advantage.

ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.