

Bergen Community College
Division of Business, Arts and Social Sciences
Department of Visual and Performing Arts

Course Syllabus

MUS-152 Introduction to the Music Business

Basic Information about Course and Instructor

Semester and year:
Course and Section Number:
Meeting Times and Locations:
Instructor:
Office Location:
Phone:
Departmental Secretary:
[optional] Office Hours:
Email Address:

Course Description

MUS-152 Introduction to the Music Business is designed to provide students with important skills and knowledge that will enhance their abilities for a career in fields combining music and business. Basic concepts of how the music industry works and how music is created and marketed will be presented along with discussions of numerous career options. Topics discussed will provide an overview of the record, radio, video, film, television, and advertising industries and how each uses music.

3 lectures, 3 credits

No prerequisites

Student Learning Objectives: As a result of meeting the requirements in this course, students will be able to:

1. **Articulate** a critical perspective on the historical, socio-cultural, political and economic forces that influence the composition, performance, production, and consumption of music in modern society;
2. **Express** their views on the current state of the music industry using the appropriate “jargon”;
3. **Discuss and utilize** new technologies, especially the Internet, as it relates to the contemporary music industry;
4. **Explain** the impact of legal and business practices on the history and development of American and global musical culture;
5. **Assess** the ethical implications for the patronage, commodification, and cultural appropriation of music in local communities and global societies; and
6. **Utilize** library and online resources and research tools to retrieve primary and secondary sources, in order to present an individual perspective on the role of the music industry in contemporary society.

In pursuit of the foregoing goals, the course is based on the reading and discussion of musicological and sociological writings on music, as well as on attentive listening techniques for musical selections; students are given the opportunity and are encouraged to participate actively in class discussions; and students are required to do a substantial amount of expository and critical writing in response to the material presented in the course.

Learning Assessment

The Student Learning Objectives (SLOs) in this course are intended to be aligned with as many of the college's General Education Goals as possible. They are also correlated with the overall Learning Goals of the Music Program. In addition, student progress in reaching the course's SLOs is to be assessed through various means of assessment, such as the "Suggested Means of Assessment" listed below.

Student Learning Objective	Suggested Means of Assessment
1. Articulate a critical perspective on the social, cultural, political and economic forces that influence the composition, performance, production, and consumption of music;	<ul style="list-style-type: none"> • Essay examinations • Quizzes and objective tests • Writing assignments
2. Express their views on the current state of the music industry using the appropriate "jargon":	<ul style="list-style-type: none"> • Essay examinations • Quizzes and objective tests • Writing assignments
3. Discuss and utilize new technologies, especially the Internet, as it relates to the contemporary music industry;	<ul style="list-style-type: none"> • Essay examinations • Quizzes and objective tests • Writing assignments
4. Explain the impact of legal and business practices on the history and development of American and global musical culture;	<ul style="list-style-type: none"> • Essay examinations • Quizzes and objective tests • Writing assignments
5. Assess the ethical implications for the patronage, commodification, and cultural appropriation of music in local communities and global societies; and	<ul style="list-style-type: none"> • Essay examinations • Quizzes and objective tests • Writing assignments
6. Utilize library and online resources and research tools to retrieve primary and secondary sources, in order to present an individual perspective on the role of the music industry in contemporary society.	<ul style="list-style-type: none"> • Writing assignments

Course Content

The course is intended to introduce students to the academic study of the music industry, including intellectual property rights, music publishing, recorded sound, artist management, concert promotion, unions, and music production for media.

Special Features of the Course (if any) [to be designated by the instructor]

E.g., the use of learning technologies in the course (Internet, PowerPoint, web enhancement via a parallel course website, etc.); the inclusion of technological literacy learning in the course; etc.

Course Texts and/or Other Study Materials

Instructors are able to select one or more of the following textbooks for use in this course:

Music Business Handbook and Career Guide. David and Tim Baskerville. Thousand Oaks, CA: Sage Publications, 2017, 11th ed.

Writing and Critical Thinking Requirement(s)

MUS-152 requires students to complete a variety of critical thinking and writing assignments. These assignments may include class discussions and debates requiring the application of critical thinking skills, short in-class essays, out-of-class writing projects (journals, research papers, argument-analysis papers, book reviews, etc.), tests and examinations containing essay components, and so forth. Instructors will respond to and comment on students' writing in detail.

Grading Policy

A student's final grade for the course is based primarily on his or her performance on the required work for the course (writing assignments, examinations, class presentations, etc.) and on his or her overall mastery of the material covered in the course. A student's class participation may also be evaluated, and the grade thereon may be used as a factor in determining the student's final grade for the course; but a class participation grade will count for no more than twenty percent (20%) of the final grade. A student's research and writing work will count at least forty percent (40%) of the final grade.

Attendance Policy

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Performing Arts Departmental Attendance Policy:

Students are expected to attend class regularly and punctually. Attendance will be taken at each class session. It is expected that class will be conducted such that students will benefit in their written work by the lectures and class discussion. If students occasionally arrive late, they should be encouraged to enter quietly, not disturbing the class. If students miss class, they should be encouraged to use the course calendar to stay abreast of material. It is probably a good idea for students to find study partners and to exchange telephone numbers. Make-ups for examinations should be allowed by the instructor if, in the instructor's judgment, the student has presented a good excuse for missing the work. Instructors may penalize work which is late; however, the instructor's policies for make-ups and late work must be clearly specified in the course syllabus.

Attendance Policy in this Course:

[To be designated by the instructor]

Other College, Divisional, and/or Departmental Policy Statements [optional but recommended]

<p><u>Examples:</u> Statement on plagiarism and/or academic dishonesty. ADA statement. Sexual Harassment statement. Statement on acceptable use of BCC technology. Statement on the purpose and value of faculty office hours.</p>
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Student and Faculty Support Services [optional but recommended]

List support services, e.g., the Writing Center, the Math Lab, the Tutorial Center, Online Writing Lab (OWL), Office of Specialized Services, etc. Include information on the BCC Library.

Example:

Student and Faculty Support Services

The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	201-612-5581 psimms@bergen.edu
English Language Resource Center	On Line at:	http://www.bergen.edu/elrc
The Tutoring Center	Room L-125	201-447-7908 http://www.bergen.edu/tutoring
The Writing Center	Room L-125	201-447-7908 http://www.bergen.edu/olw
The Office of Specialized Services (for Students with Disabilities)	Room S-131	201-612-5270 http://www.bergen.edu/oss
BCC Library – Reference Desk	Room L-226	201-447-7436

Special Note on the Tutoring Center

The Henry and Edith Cerullo Learning Assistance Center encompasses the Tutoring Center, the English Language Resource Center, and the Writing Center. The website of the Learning Assistance Center is located at www.bergen.edu/elrc. Tutoring services are available for this course in the Tutoring Center. I strongly recommend that you make use of those services as we progress through the course. As listed above, the Tutoring Center is located in Room L-125, and its phone number is 201-447-7908.

Include a Course Outline and Calendar [can be combined in a single syllabus section]

The Course Outline and Calendar must include all of the following elements:

- A daily or (at least) weekly schedule of topics to be covered.
- Dates for exams, quizzes, or other means of assessment. (This does not mean that all evaluation of students must be in groups and at the same time. Exams and other means of assessment can be listed as "to be scheduled individually.")
- Due dates for major assignments – e.g., when is a paper due; if the topic has to be approved, when; if an outline or draft is an interim step, when it is due.
- Any required special events must be included in the outline/calendar, e.g., a lecture by a visiting speaker, a dramatic or musical performance, a field trip.
- Designation of Student Learning Objectives – by number – for each topic (see sample below).
- A note to students stating that the course outline and calendar is tentative and subject to change, depending upon the progress of the class.

Sample Format for Course Outline and Calendar

Note to Students: The following Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.

Week(s)	Date(s)	Topics & Assignments	Learning Objectives
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

See the Sample Course Outline and Calendar below.

SAMPLE COURSE OUTLINE AND CALENDAR

[with designation of Student Learning Objectives – by number – for each topic]

Note to Students: The following Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.

Week(s)	Date(s)	Topic/Activity/Assignments	Student Learning Objectives
1	Sep 6, 8,	Introducing the Business of Music Read Baskerville, Ch. 1	1-6
2	Sep 13, 15	The Music Business System in the Digital Millennium Read Baskerville, Ch. 2 & 3	1-6
3	Sept 20, 22	Professional Songwriting Read Baskerville, Ch. 4	1-6
4	Sep 27, 29	Music Publishing Read Baskerville, Ch. 5	1-6
5	Oct 4, 6	Music Copyright Read Baskerville, Ch. 6	1-6
6	Oct 11, 13	Music Licensing Read Baskerville, Ch. 7 EXAM 1	1-6
7	Oct 18, 20,	Agents, Managers, and Attorneys/Unions & Guilds Read Baskerville, Ch. 8 & 10	1-6
8	Oct 25, 27	Artist Management Read Baskerville, Ch. 9	1-6
9	Nov 1, 3,	Record Production Read Baskerville, Ch. 12	1-6
10	Nov 8, 10	Record Labels Read Baskerville, Ch. 13 EXAM 2	1-6
11	Nov 15, 17	Concert Production and Concert Venues Read Baskerville, Ch. 16 & 17	1-6
12	Nov 22, 24	Arts Administration/Music and Theatre Read Baskerville, Ch. 18 & 23	1-6
13	Nov 29, Dec 1,	Music Products and Production Music Read Baskerville, Ch. 24 & 25	1-6
14	Dec 6,8	The Local Music Industry Oral Presentations for Final Project	1-6
15	Dec 13, 15	Final Review and Final Exam	1-6

Note to Students: This Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.