

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

Music 221 – Music Industry Seminar

3 hours laboratory, 1 unit

Catalog Description

In this project-based class, students will develop and create promotional materials for a local musical artist or groups, and will collaborate to produce concerts of popular music. The course content combines work in recording, print, and electronic media as well as concert production.

Prerequisite

None

Course Content

- 1) Recording demos
- 2) Developing and distributing publicity materials
- 3) Using the Internet to promote artists and events
- 4) Concert production

Course Objectives

- 1) Work effectively with peers on a semester-length music promotion or production project that integrates elements from different media
- 2) Produce a professional quality studio recording of a small ensemble
- 3) Combine photography, graphic design elements, and print materials to promote an artist or an event
- 4) Use social networking software to promote an artist or an event

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Assignments that measure the student's ability to complete course-related tasks within a specified timeline.
- 2) Peer review activities that measure the student's ability to coordinate individual tasks within the deadlines and scope of a large project.
- 3) Final project that measures the student's ability to create effective and professional quality promotional materials and/or produce an event.

Special Materials Required of Student

None

Minimum Instructional Facilities

- 1) Smart classroom
- 2) Project recording studio

Method of Instruction

- 1) Lecture, discussion and demonstration
- 2) Small and large group discussion

3) In-class activities

Out-of-Class Assignments

- 1) **Reading:** course materials; other course related multimedia.
- 2) **Writing:** N/A.
- 3) **Other:** prepare artists' promotional materials; prepare publicity materials for concert events.

Texts and References

- 1) Required (representative example): Passman, Donald S. *All You Need to Know About the Music Business*, 11th ed. Simon & Schuster, 2023.
- 2) Supplemental: None

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Work with peers to promote local musical events.
- 2) Review and critique musical performances.