

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

MUSIC 104 – INTRODUCTION TO THE MUSIC INDUSTRY

3 hours lecture, 3 Units

Catalog Description

Survey of the music industry with an emphasis on individual career options, roles and responsibilities. Includes interaction with industry components and relationships between business personnel and the music artist.

Prerequisite

None

Course Content

- 1) The business of songwriting, publishing and copyright
- 2) Artist management, production, and merchandising
- 3) Structures, processes and issues in the recording industry
- 4) Music in broadcasting, film, and theater
- 5) Career planning and development

Course Objectives

Students will be able to:

- 1) List and describe career roles, responsibilities, relationships, structures and standard business practices in the music industry.
- 2) Explain the business framework within which performing artists function.
- 3) Describe basic legal and ethical problems in the music industry.
- 4) Evaluate the ever-changing career opportunities available in the music industry.
- 5) Create and hone a well-developed personal career plan and learn to revise it as necessary.

Method of Evaluation

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

- 1) Quizzes, exams and homework assignments that measure the student's ability to describe the basic career roles, responsibilities, relationships, structures and standard business practices in the music industry.
- 2) Scenario-based exercises that measure the student's ability to apply legal and ethical judgments in the context of music industry practices.
- 3) Community-based interview and job-shadowing assignments that measure the student's ability to assess the dynamic career opportunities in the music industry and the business framework within which performing artists function.
- 4) Portfolio projects that demonstrate the student's ability to create and revise a personal career plan in the music industry.

Special Materials Required of Student

None

Minimum Instructional Facilities

Smart classroom equipped with piano, white board, stereo audio-video system, videotape player

Method of Instruction

- 1) Lecture, discussion and demonstration
- 2) Small and large group discussion
- 3) In-class activities

Out-of-Class Assignments

- 1) Reading and listening assignments
- 2) Short answer worksheets that cover assigned reading
- 3) Reports and presentation projects

Texts and References

- 1) Required (representative examples):
 - a. Comprehensive music industry text such as: Passman, Donald S. *All You Need to Know About the Music Business*, 9th ed. Simon and Schuster, 2015.
 - b. Wacholtz, Larry. *Monetizing Entertainment: An Insider's Handbook for Careers in the Entertainment & Music Industry*, Focal Press, 2016.
- 2) Supplemental: None

Student Learning Outcomes

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

- 1) Identify the principle structures and practices of the music industry.
- 2) Develop a viable career plan.