Course Syllabus

Department: VAPA

Date: 11/01/12

I. Course Prefix and Number: MUS 176

 Course Name: Music Business

 Credit Hours and Contact Hours: 3 credit hours/3 contact hours

 Catalog Description including pre- and co-requisites:

Consideration of the business aspects of each step in the marketing of music, music services, and music products. The student learns about recording studio operation, record companies, record distribution, merchandising, promotion, administration, the media, and careers in music.

 Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

This course fulfills a requirement for music recording majors

II. Course Student Learning Outcomes:

The student will

 Communicate how to protect their rights in a creative work.
 Describe how to assign rights to a third party.
 Explain the role of contracts, publishing, unions and marketing as they relate to the field.
 Identify skills required of the musician/entrepreneur.

 College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

☒ writing
☒ oral communications
☒ reading
☐ mathematics
☒ critical thinking
☒ computer literacy
☒ ethics/values
☐ citizenship
☐ global concerns
☒ information resources
III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>The student will complete a research paper</td>
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<tr>
<td>Oral communications</td>
<td>The student will make an oral presentation to the class</td>
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<tr>
<td>Reading</td>
<td>Class projects will assess the ability of students to interpret and utilize college level texts and resources.</td>
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<tr>
<td>Critical thinking</td>
<td>Critical thinking will be assessed through a paper on the practice of downloading songs from the internet.</td>
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<tr>
<td>Ethics and values</td>
<td>Ethics and values will be assessed though a paper on the practice of downloading songs from the internet.</td>
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<tr>
<td>Information resources</td>
<td>The student is required to gather information from various websites throughout the course</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

- textbook

Methods of Instruction (e.g. Lecture, Lab, Seminar ...):

- lecture

V. General Outline of Topics Covered:

Song writing, publishing, copyright, licensing, unions, agents, lawyers, contracts, the record industry, radio and television, the movie industry, the musician as an entrepreneur.