

MUM 2700 - Music Business 1

Competency 1: *Upon completion of this course, the student will demonstrate a basic knowledge of the US Copyright Law as it pertains to the Music Industry by:*

- a. Describing the fundamental rights afforded to copyright owners.
- b. Identifying the financial benefits of copyright ownership.
- c. Differentiating between the duration of copyright protection afforded to works created under the various copyright acts, and under various common circumstances.
- d. Describing the exclusions to copyright (Fair Use and the Compulsory License)
- e. Differentiating between Fair Use and Infringement of copyright.
- f. Differentiating between a copyright of a song and a copyright of a sound recording.
- g. Effectively filling out and filing copyright forms PA and SR.

Competency 2: *Upon completion of this course, the student will demonstrate a basic knowledge of the music publishing industry by:*

- a. Describing the transfer of ownership from author to publisher that is inherent in a publishing contract.
- b. Describing the concepts of “publisher’s share” and “writer’s share” of a copyright.
- c. Describing the concept of exploitation in terms of generating revenue through the sale of licenses to use the copyright.
- d. Identifying common means of exploitation.
- e. Describing the responsibilities entailed in the administration of a copyright.
- f. Differentiating between different types of publishing companies.
- e. Differentiating between different types of publishing agreements.
- g. Describing the functions of the various departments of a publishing company.
- h. Describing the proper procedure for submitting material to publishing companies.
- i. Listing the steps required in starting a publishing company.

Competency 3: *Upon completion of this course, the student will demonstrate a basic knowledge of music licensing by:*

- a. Correlating the relationship between the rights inherent in a copyright, and the sale of those rights in the form of licenses.
- b. Differentiating between different types of licenses.
- c. Evaluating the value of various licenses according to application and degree of exclusivity.
- d. Describing the process by which mechanical licenses are granted, and mechanical royalties collected.
- e. Identifying the American Performing Rights Organizations.
- d. Describing the activities of the Performing Rights Organizations in the US and abroad.

Competency 4: *Upon completion of this course, the student will demonstrate a basic knowledge of the record industry by:*

- a. Researching the major record labels and their most well known subsidiaries.
- b. Describing the functions of the various departments of a major record label.
- c. Contrasting between a major and an independent record label.
- d. Describing the process by which music is produced and brought to market.
- e. Explaining the implications of an artist recording contract.
- f. Contrasting different types of artist recording contracts.
- g. Listing the steps required in starting a record company.

Competency 5: *Upon completion of this course, the student will demonstrate a basic knowledge of music marketing and promotion by:*

- a. Describing the process of music promotion in both the traditional and emerging mediums.
- b. Describing the process of music delivery in both the traditional and emerging mediums.
- c. Researching the major trade publications
- d. Describing the function of the music “charts”.

Competency 6: *Upon completion of this course, the student will demonstrate a basic knowledge of artist management by:*

- a. Describing the function of a personal manager.
- b. Describing the function of a business manager.
- c. Describing the function of a booking agent.
- d. Identifying types of contracts and associated fees.

Competency 7 : *Upon completion of this course, the student will demonstrate a basic knowledge of the organizations which support the music and entertainment industry by:*

- a. Identifying the various labor unions that represent musicians, singers, performers and support personnel.
- b. Describing the function of the AFM and AFTRA.
- c. Describing the activities of NARAS.
- d. Identifying organizations which provide resources, news, networking and leads to employment opportunities in various sectors of the industry.