

## **Course Description**

### **MUM2702 | Music Business 2 Career | 3 credits**

A systematic look at career options in the Music Industry. Topics discussed include record promotion, marketing, distribution, music publishing, working in the local music industry, radio and television, film scoring, advertising, "jingle" production, teaching as a business, music merchandising, arts administration, working in the national and international scene, live performance, and recording agreements. Students will develop a written business plan for their own music business enterprise and write their resumes. This course will prepare the student for the Music Business Internship. Special fee. Corequisite: MUM2704

## **Course Competencies**

### **Competency 1:**

- The student will be able to demonstrate an understanding of the legal issues of music copyright and trademark by:
- Listing the rights and income available to music copyright owners.
- Describing common applications of the Work Made for Hire, Joint Work, and Derivative Work provisions and their effect on copyright ownership.
- Computing mechanical royalties both as statutory rates and as reduced by common contractual provisions.
- Comparing the common types of music publishing arrangements.
- Developing solutions to music licensing challenges including budgetary, artistic, negotiation, and copyright considerations.
- Creating a unique music business name

## **Learning Outcomes**

- Communication
- Information Literacy
- Ethical Issues

### **Competency 2:**

- The student will be able to demonstrate an understanding of the legal issues of contracts by:
- Identifying components of contractual agreements between an artist and a record company, manager, agent, and music buyer.
- Listing the factors that influence the negotiations of artist agreements.
- Summarizing the consequences of union agreements.
- Computing employee wages and benefits due under union agreements.
- Comparing the clarity and fairness of two artist agreements.

## **Learning Outcomes**

- Communication
- Information Literacy
- Ethical Issues

### **Competency 3:**

The student will be able to demonstrate an understanding of music marketing and distribution by:

- Identifying markets for a music product.
- Listing methods of music product distribution.

- Computing the costs of music marketing methods.
- Comparing music product marketing methods as to their efficiency.
- Developing a marketing plan for a music product.
- Designing a plan to distribute a music product.
- Critiquing a marketing plan for a music product.

### **Learning Outcomes**

- Communication
- Information Literacy
- Ethical Issues

### **Competency 4:**

The student will be able to demonstrate an understanding of employability skills by:

- Identifying acceptable work habits in the music industry.
- Formulating a career plan for postgraduation.
- Creating a professional résumé and cover letter.
- Developing a component for a work portfolio or demo.
- Critiquing a music product or marketing element.

### **Learning Outcomes**

- Communication
- Information Literacy
- Ethical Issues

### **Competency 5:**

The student will be able to demonstrate an understanding of entrepreneurship by:

- Listing examples of entrepreneurship in the music industry.
- Identifying the advantages and disadvantages of business ownership.
- Listing the skills and characteristics of a successful music entrepreneur.
- Creating a comprehensive business plan for a music-oriented product or service.

### **Learning Outcomes**

- Communication
- Information Literacy
- Ethical Issues

### **Competency 6:**

The student will be able to demonstrate an understanding of management skills by:

- Defining the duties and hierarchy of personnel in the music production, publishing, and recording industries.
- Using a control sheet to manage the details of a recording project or music event.
- Designing a schedule for a recording project or music event.
- Developing a budget with profit/loss projections for the launching of a recording product or music event.

### **Learning Outcomes**

- Communication
- Information Literacy
- Ethical Issues