



Course Competencies Template - Form 112

GENERAL INFORMATION											
Name: Barry Gordon	Phone #: 305-237-1754										
Course Prefix/Number: MUM2704	Course Title: Music Business 4-Computer Applications										
Number of Credits: 3 credits											
Degree Type	<input type="checkbox"/> B.A. <input type="checkbox"/> B.S. <input type="checkbox"/> B.A.S. <input type="checkbox"/> A.A. <input checked="" type="checkbox"/> A.S. <input type="checkbox"/> A.A.S. <input type="checkbox"/> C.C.C. <input type="checkbox"/> A.T.C. <input type="checkbox"/> V.C.C.										
Date Submitted/Revised:	Effective Year/Term:										
<input type="checkbox"/> New Course Competency <input checked="" type="checkbox"/> Revised Course Competency											
Course to be designated as a General Education course (part of the 36 hours of A.A. Gen. Ed. coursework): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No											
College Wide General Education Student Learning Outcomes (CWGESLO) legend: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1. Communication</td> <td style="width: 50%;">6. Social Responsibility</td> </tr> <tr> <td>2. Numbers / Data</td> <td>7. Ethical Issues</td> </tr> <tr> <td>3. Critical Thinking</td> <td>8. Computer / Technology Usage</td> </tr> <tr> <td>4. Information Literacy</td> <td>9. Aesthetic / Creative Activities</td> </tr> <tr> <td>5. Cultural / Global Perspective</td> <td>10. Environmental Responsibility</td> </tr> </table>		1. Communication	6. Social Responsibility	2. Numbers / Data	7. Ethical Issues	3. Critical Thinking	8. Computer / Technology Usage	4. Information Literacy	9. Aesthetic / Creative Activities	5. Cultural / Global Perspective	10. Environmental Responsibility
1. Communication	6. Social Responsibility										
2. Numbers / Data	7. Ethical Issues										
3. Critical Thinking	8. Computer / Technology Usage										
4. Information Literacy	9. Aesthetic / Creative Activities										
5. Cultural / Global Perspective	10. Environmental Responsibility										
Course Description (limit to 50 words or less, must correspond with course description on Form 102): An overview and hands-on experience with online music technology and software applications used within the Music Business environment including current and emerging digital technologies and the statutes that define their use to evaluate their effectiveness for the delivery of digital content and other associated merchandise. Students will construct Internet websites and promotional packages to evaluate their efficacy and suitability related to industry-specified genres of music and listeners. Prerequisites: MUM 2703											
Prerequisite(s): MUM 2703	Corequisite(s):										

Course Competencies:

Competency 1:	CWGESLO
The student will demonstrate the ability to research industry-specific sources to determine the scope of current technologies for the delivery of audio via the Internet or newer digital technologies by: a) Creating documents illustrating technological choices, their purposes, and limitations. b) Describing emerging, current, and older methods of content delivery.	1, 3, 4, 8
Competency 2:	CWGESLO
The student will demonstrate a working knowledge of film formats used for the delivery of audio via the Internet or newer digital technologies by: a) Identifying content appropriate for delivery via the Internet or newer digital technologies. b) Creating content for delivery by those (identified) technologies. c) Listing procedures for licensing content.	4,7, 8
Competency 3:	CWGESLO
The student will demonstrate knowledge of current statutes affecting the delivery of audio and video content via the Internet or newer digital technologies by: a) Naming the statutes that affect the delivery of audio and video content. b) Describing the limitations of the statutes that affect the delivery of audio and video content. c) Describing the compensation or penalties imposed by the adherence to or violation of statutes affecting the delivery of audio and video content.	4, 7, 8

Revision Date: _____ Approved By Academic Dean Date: _____	Reviewed By Director of Academic Programs Date: _____
--	---

Competency 4:	CWGESLO
The student will be able to differentiate among the populations used to categorize music and entertainment buyers by:	1, 4, 6, 9

- a) Listing services and agencies that track the distribution of audio and video content.
- b) Describing the categories used to group various genres and content types.
- c) Differentiating among the services and agencies that track the distribution of audio and video content.

Competency 5:	CWGESLO
The student will be able to develop, predict, and evaluate the effectiveness of a music business marketing plan for promoting talent via the Internet or other technologies by:	1, 2, 3, 9

- a) Creating a marketing plan for promoting an entity via the Internet or other digital technology.
- b) Describing methods of measuring the effectiveness of marketing plans.
- c) Creating reports expressing budget and sales projections.
- d) Creating reports describing the results of a marketing plan.

Competency 6:	CWGESLO
The student will be able to create an entertainment industry website hosted via the Internet or other digital content services by:	3, 8

- a) Identifying available hosting services.
- b) Describing the range of features and associated benefits related to various hosting services.
- c) Creating an entertainment industry website or other digital informational package.
- d) Evaluate the functionality of an entertainment industry website or other digital informational package.

Revision Date: _____	Approved By Academic Dean Date: _____	Reviewed By Director of Academic Programs Date: _____
-----------------------------	--	--