

MUM 2703
 Professor Calle
 Room 8249
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OFFICE HOURS:

DAY	IN	OUT
Monday	12:15 Noon 5:25 PM	1:15 PM 6:55 PM
Tuesday	7:30 AM 10:00 AM	8:15 AM 12:30 PM
Wednesday	12:15 Noon 5:55 PM	1:15 PM 6:55 PM
Thursday	7:30 AM 10:00 AM	8:15 AM 12:30 PM

BOOKS:

1. ALL YOU NEED TO KNOW ABOUT THE MUSIC BUSINESS – D. PASSMAN
2. MUSIC BUSINESS HANDBOOK (7th ed.) – D. BASKERVILLE

Required Materials: A valid E-mail account, access to the World Wide Web, a writing instrument and a notebook.

Attendance is mandatory. At least 80% of the material comes from class lectures and the website. Your attendance grade will be equal to a major test grade. You will begin the term with an attendance score of 100 points. Every unexcused absence will reduce your attendance grade by 3 points. Every tardy or early departure will further reduce your attendance score by 1 point. Students who do not attend class regularly and are failing will be dropped from the role.

IMPORTANT ATTENDANCE NOTE: THERE WILL BE ABSOLUTELY NO MAKE-UPS FOR MISSED EXAMS, QUIZES OR ASSIGNMENTS DUE TO AN UNEXCUSED ABSENCE. IF YOU MISS AN EXAM, QUIZ OR ASSIGNMENT, YOU WILL EARN A ZERO.

Projects and tests: You will maintain a portfolio, complete at least 8 projects, and take at least 4 tests plus a final exam. Each test will be weighted equally and worth between 100 and 200 points. Course exams and homework assignments make up 75% to 85% of your final grade.

Grading Scale:

A =	100 – 90
B =	89 – 80
C =	79 – 70
D =	69 – 60

$$F = 59 - 0$$

Assignments/Projects: You will have at least 3 assignments or projects due. Each project will be worth between 20 and 200 points. The portfolio will be checked every two weeks and portfolio presentation will be required for the final grade.

Reading assignments are as listed unless instructed otherwise. Quantity of reading assignments and numbers of tests and homework assignments listed on this syllabus may be altered or changed at the instructor's discretion.

Course Description: This course will provide an overview, and hands-on experience, with a wide variety of computer-based music technology and cross-platform software applications used within the Music Business environment. Software studies include Microsoft Word (word processing), Microsoft Excel (spreadsheet), Microsoft PowerPoint (presentation), and Adobe Photoshop (scanning, photo touch-up). Students will present projects in class. Prerequisite: Basic computer experience with the Macintosh and/or Windows 95 operating systems. Special fee. (6 hr. lab) Additionally, students will work with Macromedia Studio MX, Photoshop, iTunes, Quicktime, Finale, Adobe Acrobat, Reason, Garageband, and a host of other computer applications.

Excused Absences: Illness with an accompanying Doctor's note. Absence due to a death in the family will require supporting documentation. Acts of God such as nuclear war, biological and chemical attacks, plagues, acts of terrorism, earthquakes and hurricanes are also acceptable excuses for an absence as long as you have documented proof.

Note: The topic schedule is flexible and can change at the discretion of the instructor. The student is responsible for all reading assignments as listed. Changes will be announced in class and posted on the website.

TOPICS

1. Resume/bio
2. Completing a job application
3. Your interview
4. One-page bio
5. Headshots – color, black & white
6. Company Logo
7. Domain Name
8. Create HTML files from Microsoft Word
9. Create PDF files from MIDI files
10. Create a web-mail database
11. Stage plot (Word/PDF)
12. Input list (Excel/PDF)
13. Technical rider (Word/PDF)
14. Budget spreadsheet (PDF)
15. Three-month marketing plan for artist CD
16. Importing and converting MP3, AAC, JPG, REX, AIFF, WAV and SDII files
17. Database of all local radio stations

18. Database of all local venues, festivals and promoters
19. Identify all reporting charts and publications
20. Using Fetch
21. Create a CD cover
22. Retail terms
23. Downloading and using loops
24. Importing and creating movies