



### **Course Description**

#### **MUM2700 | Music Business 1 | 3.00 credits**

The fundamentals, guidelines, and the use of copyright law, contracts, agencies and management, publishing, songwriting, recording production, and marketing. Prerequisite: One year of college-level music study or equivalent. Corequisite: MUM2703.

### **Course Competencies:**

**Competency 1:** The student will demonstrate a basic knowledge of the US Copyright Law as it pertains to the Music Industry by:

1. Describing the fundamental rights afforded to copyright owners
2. Identifying the financial benefits of copyright ownership
3. Differentiating between the duration of copyright protection afforded to works created under the various copyright acts and various ordinary circumstances
4. Describing the exclusions to copyright (Fair Use and the Compulsory License)
5. Differentiating between Fair Use and Infringement of copyright
6. Differentiating between a copyright of a song and a copyright of a sound recording
7. Effectively fill out and file copyright forms PA and SR

**Competency 2:** The student will demonstrate a basic knowledge of the music publishing industry by:

1. Describing the transfer of ownership from author to publisher inherent in a publishing contract
2. Describing the concepts of “publisher’s share” and “writer’s share” of a copyright
3. Describing the concept of exploitation in terms of generating revenue by selling licenses to use the copyright
4. Identifying common means of exploitation
5. Describing the responsibilities entailed in the administration of a copyright
6. Differentiating between different types of publishing companies
7. Differentiating between different types of publishing agreements
8. Describing the functions of the various departments of a publishing company
9. Describing the proper procedure for submitting material to publishing companies
10. Listing the steps required in starting a publishing company

**Competency 3:** The student will demonstrate a basic knowledge of music licensing by:

1. Correlating the relationship between the rights inherent in copyright and the sale of those rights in the form of licenses
2. Differentiating between different types of licenses
3. Evaluating the value of various licenses according to application and degree of exclusivity
4. Describe how mechanical licenses are granted and mechanical royalties collected
5. Identifying the American Performing Rights Organizations
6. Describing the activities of the Performing Rights Organizations in the US and abroad

**Competency 4:** The student will demonstrate a basic knowledge of the record industry by:

1. Researching the major record labels and their most well-known subsidiaries
2. Describing the functions of the various departments of a major record label
3. Contrasting between a major and an independent record label
4. Describing the process by which music is produced and brought to market
5. Explaining the implications of an artist recording contract
6. Contrasting different types of artist recording contracts
7. Listing the steps required in starting a record company

**Competency 5:** The student will demonstrate a basic knowledge of music marketing and promotion by:

1. Describing the process of music promotion in both the traditional and emerging mediums
2. Describing the music delivery process in both the traditional and emerging mediums

3. Researching the major trade publications
4. Describing the function of the music “charts”

**Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate an appreciation for aesthetics and creative activities