



Course Description

MUM2702 | Music Business 2 | 3.00 credits

This course provides an in-depth exploration of entrepreneurship, employability, and management principles within key areas of the music industry, including music equipment sales, concert promotion, independent record labels, record production, music licensing, and publishing. Students gain an understanding of the business models and strategic approaches that drive success in each sector with an emphasis on career skill development, such as business planning, marketing, financial management, and contract negotiation. Prerequisite: MUM2700.

Course Competencies:

Competency 1: The student will demonstrate an understanding of legal issues of music copyright and trademark by:

1. Listing the rights and income available to music copyright owners
2. Describing common applications of the Work Made for Hire, Joint Work, and Derivative Work provisions and their effect on copyright ownership
3. Comparing the common types of music publishing arrangements
4. Developing strategies to address a variety of music licensing scenarios
5. Creating a unique music business name

Competency 2: The student will demonstrate an understanding of potential legal issues in contracts by:

1. Identifying components of contractual agreements between a music creator and a record company, manager, agent, publisher, or music buyer
2. Listing the factors that influence the negotiations of artist agreements

Competency 3: The student will demonstrate an understanding of music marketing and distribution by:

1. Identifying markets for a music product
2. Listing methods of music product distribution
3. Computing the costs of music marketing methods
4. Comparing music product marketing methods as to their efficiency
5. Developing a marketing plan for a music product
6. Designing a plan to distribute a music product
7. Critiquing a marketing plan for a music product

Competency 4: The student will demonstrate employability skills by:

1. Identifying acceptable work habits in the music industry
2. Outlining a career plan for post-graduation
3. Describing features of effective assets to showcase professional skills

Competency 5: The student will demonstrate an understanding of entrepreneurship by:

1. Listing examples of entrepreneurship in the music industry
2. Identifying the advantages and disadvantages of business ownership
3. Listing the skills and characteristics of a successful music entrepreneur

Competency 6: The student will demonstrate foundational management skills by:

1. Using a control sheet to manage the details of a recording project or music event
2. Designing a schedule for a recording project or music event
3. Developing a budget with profit/loss projections for the launching of a recording product, music event, or music-related business

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society