Course Description

MUM2703 | Music Business 3 | 3.00 credits

This course provides hands-on training in essential computer applications and online tools relevant to the music industry. Students will learn to use digital tools to create professional promotional materials, presentations, and documents typically used in music industry transactions.

Course Competencies:

Competency 1: The student will demonstrate the ability to manage data and digital assets used in the music industry by:

1. Locating, transferring, modifying, and saving images, data, and other assets
2. Exporting documents to relevant file formats

Competency 2: The student will demonstrate the ability to create a range of professional materials used in the music industry by:

1. Designing branded materials such as a logo, business card, and vCard QR code
2. Developing functional business documents, including an invoice template and spreadsheet
3. Creating a multimedia presentation for professional or promotional use
4. Producing integrated documents that combine text, images, tables, email links, and hyperlinks using word processing, spreadsheet, and presentation software
5. Utilizing images, data, and files in a variety of documents to support business and other common transactions in the music industry

Competency 3: The student will demonstrate the ability to evaluate and manage data by:

1. Using spreadsheet software to organize, calculate, and track data
2. Developing a budget tailored to an entertainment company or a specific project

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively

Updated: Fall 2025