

Course Description**MUM2704 | Music Business 4-Computer Applications | 3.00 credits**

This course will provide an overview and hands-on experience with computer-based music technology and cross-platform software applications used within the Music Business environment. Software studies include Adobe Photoshop, Adobe PageMaker (page layout), Quicken (financial record keeping), and Adobe Page Mill (Web page development). Students will create their own Web site, useful for promotion and networking in their own Music Business enterprise. Students will present projects in class. Prerequisite: MUM2703.

Course Competencies:

Competency 1: 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:

1. Creating documents illustrating technological choices, their purposes, and limitations
2. Describing emerging, current, and older methods of content delivery

Competency 2: The student will demonstrate a working knowledge of film formats used for the delivery of audio via the Internet or newer digital technologies by:

1. Identifying content appropriate for delivery via the Internet or newer digital technologies
2. Creating content for delivery by those (identified) technologies
3. Listing procedures for licensing content

Competency 3: The student will demonstrate knowledge of current statutes affecting the delivery of audio and video content via the Internet or newer digital technologies by:

1. Naming the statutes that affect audio and video content delivery
2. Describing the limitations of the statutes that affect the delivery of audio and video content
3. Describing the compensation or penalties imposed by the adherence to or violation of statutes affecting the delivery of audio and video content

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

1. List services and agencies that track audio and video content distribution
2. Describing the categories used to group various genres and content types
3. Differentiating among the services and agencies that track audio and video content distribution

Competency 5: 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. Creating a marketing plan for promoting an entity via the Internet or other digital technology
2. Describing methods of measuring the effectiveness of marketing plans
3. Creating reports expressing budget and sales projections
4. Creating reports describing the results of a marketing plan

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

1. Identifying available hosting services
2. Describing the range of features and associated benefits related to various hosting services
3. Creating an entertainment industry website or other digital informational package
4. Evaluate the functionality of an entertainment industry website or other digital informational package

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities