

COURSE OUTLINE

MUSC-103

The Business of Music

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

Open to all interested students, this course is designed to be an introductory study of the field of music as a continually changing and dynamic commercial profession. It is designed to aid the performer as well as the moonlighter and the music hobbyist in their interaction with the business of music. The student will explore various professions within the field of commercial music, basic copyright information, business and management practices as related to the Arts and occasionally interact with professionals and specialists in the field. (3 hours weekly)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Design and develop a PR packet for a performer or ensemble.
2. Develop a sample system of bookkeeping, including tax responsibilities, designed for the independent performer or ensemble.
3. Draw upon interaction with professional performers, agents and others in the business of music as a basis for discussion of such subjects as problems experienced by performers and expectations of employers.
4. List resources applicable to their particular performing idiom.
5. Evaluate their qualifications and capabilities for various career fields in the music business based on traditional research and discussion with current professionals.
6. Explain copyright terminology and what is meant by AFair Use@ of copyrights.
7. Discuss concert promotion including the areas of financing, budgeting, contract negotiation, and back-timing.
8. Discuss the impact of MIDI technology as it relates to record production.
9. List the various kinds of producers involved in record production and discuss their roles.
10. Name the large items that a producer must include in his budget for an album commissioned by an established label.

Major Topics

- I. Copyrighting original material
- II. Development of an accounting system
- III. Making a living with music
- IV. Development and use of publicity materials
- V. Agents, employers and their expectations
- VI. What is a professional performer and a professional attitude?
- VII. Development of an audience
- VIII. Union and non-Union; advantages and disadvantages
- IX. Club dating vs. steady work
- X. Recording
- XI. Development of resource information as a career aid
- XII. Live performances

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

Final grades will be calculated on class attendance, research assignments and completion of course packets.

Writing: Specific writing assignments will be determined by the individual faculty member but will include at least 500 words of formal writing.

Other Course Information

This course is an Arts and Sciences elective, a Fine Arts elective, and a Humanities elective.