SYLLABUS

DATE OF LAST REVIEW: 02/11/2013
CIP CODE: 10.0203
SEMESTER: DEPARTMENTAL SYLLABUS
COURSE TITLE: Music Business
COURSE NUMBER: AUDI0130
CREDIT HOURS: 3
INSTRUCTOR: DEPARTMENTAL SYLLABUS
OFFICE LOCATION: DEPARTMENTAL SYLLABUS
OFFICE HOURS: DEPARTMENTAL SYLLABUS
EMAIL: KCKCC issued email accounts are the official means for electronically communicating with our students.

PREREQUISITES: none

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com/, for the required texts for your particular class.

COURSE DESCRIPTION: This course will introduce students to the history, procedures, practices, economics, and careers of the music industry. The focus will be on the development of business related knowledge necessary to effectively obtain or maintain an audio production or concert/event facility and a professional music career. Business techniques and legal concepts central to many aspects of the music business will be introduced. Students will be taught to recognize situations requiring the services of an entertainment attorney and will be familiarized with the concepts of contracts, royalties, agents, management, and various aspects of the recording industry.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:
I. History of the music industry
   A. Early recordings
   B. Radio
   C. Films, television, and the compact disc
II. Copyright and intellectual property
   A. Copyright history
   B. 1971 Sound Recording Amendment
   C. Audio Home Recording Act of 1992
   D. Fair Use exemptions/Compulsory License
III. Structure, economics, and operation of the recording industry
   A. Record Company Structure/Administration
B. The record label
C. Recording the album: budgets, studios, engineers, and producers
D. Manufacturing: mastering, duplication, warehousing
E. Distribution/Marketing/Promotion/Publicity

IV. Music publishing and distribution
A. Publishing companies
B. Performing rights organizations: ASCAP/BMI
C. Royalties

V. Financial issues
A. Various types of contracts: recording/publishing
B. Contract negotiation
C. Tax laws
D. Corporations; starting a business/record label
E. Investors

VI. Facility management
A. Obtaining and managing a recording facility
B. Obtaining and managing a concert/event venue
C. Liability and insurances

VII. Performance issues
A. Agents/Managers
B. Promoters
C. Musicians’ union
D. Show contracts, tickets, technical needs

VIII. Personal skills
A. Job search
B. Self evaluation
C. Résumé preparation
D. Interviewing skills

EXPECTED LEARNER OUTCOMES:
A. The learner will be able to discuss the history of the music industry and its impact on the current status of the industry.
B. The learner will be able to describe aspects of copyright law and intellectual property.
C. The learner will be able to define various structures, economics, and operations of the recording industry.
D. The learner will be able to characterize various aspects of music publishing and distribution systems.
E. The learner will be able to evaluate and comment on various financial issues dealing with the music business.
F. The learner will be able to discuss issues related to audio production facility and concert/event presentation venue management.
G. The learner will be able to discuss the issues related to live performances of music.
H. The learner will be able to develop personal skills related to furthering his/her career in the music business.

COURSE COMPETENCIES:
The learner will be able to discuss the history of the music industry and its impact on the current status of the industry.

1. The learner will be able to discuss the significance of early recordings.
2. The learner will be able to describe the impact of radio on the music business.
3. The learner will be able to assess the importance of films, television, and the compact discs on the modern music business.

The learner will be able to describe aspects of copyright law and intellectual property.

4. The learner will be able to discuss the history of copyright in the United States.
5. The learner will be able to describe the importance of the 1971 Sound Recording Amendment.
6. The learner will be able to discuss the importance of the Audio Home Recording Act of 1992.
7. The learner will be able to comment on the Fair Use exemptions and Compulsory License clauses of the copyright law.

The learner will be able to define various structures, economics, and operations of the recording industry.

8. The learner will be able to characterize components of record company structure and administration.
9. The learner will be able to describe the functions of a record label.
10. The learner will be able to explain the process of recording an album, including the role of budgets, studios, engineers, and producers.
11. The learner will be able to describe the process of manufacturing a CD, including mastering, duplication, and warehousing.
12. The learner will be able to explain the concepts of distribution, marketing, promotion, and publicity within the record industry.

The learner will be able to characterize various aspects of music publishing and distribution systems.

13. The learner will be able to explain the role and functions of publishing companies.
14. The learner will be able to describe the necessity for and functions of performing rights organizations such as ASCAP and BMI.
15. The learner will be able to illustrate how royalties are calculated.

The learner will be able to evaluate and comment on various financial issues dealing with the music business.

16. The learner will be able to discuss various types of contracts in the music industry, including those for recording and publishing.
17. The learner will be able to characterize some of the processes of contract negotiation.
18. The learner will be able to interpret some of the tax laws that apply to music income.
19. The learner will be able to discuss the function of corporations and the process of starting a business or record label.
20. The learner will be able to explain the function, impact, and role of investors.

The learner will be able to discuss issues related to audio production and concert/event presentation facility management.

21. The learner will be able to discuss issues related to obtaining and managing an audio production facility.
22. The learner will be able to discuss issues related to obtaining and managing a concert/event presentation venue.
23. The learner will be able to explain relevant liability and insurance considerations.

The learner will be able to discuss the issues related to live performances of music.

24. The learner will be able to describe the job functions of agents and managers.
25. The learner will be able to explain how the job functions of a promoter.
26. The learner will be able to describe the role of the musicians’ union.
27. The learner will be able to delineate the aspects of show contracts, tickets, and technical needs as they relate to performers’ contracts.

The learner will be able to develop personal skills related to furthering his/her career in the music business.

28. The learner will be able to represent himself/herself favorably in a music industry-related job search.
29. The learner will be able to describe techniques of self-evaluation that will equip him/her to better compete for jobs in the music industry.
30. The learner will be able to prepare a professional résumé that will represent his/her skills to the best possible advantage.
31. The learner will be able to demonstrate interviewing skills that will show off his/her talent to the best advantage.

ASSESSMENT OF LEARNER OUTCOMES:
Written assignments 30%
Exams (mid-term, final, pop quizzes) 30%
Oral report 20%
Term paper 10%
Participation in classroom discussions 10%

COURSE REQUIREMENTS: Students are required to attend all classes. A written doctor's note will be required for all excused absences (note and late assignments are to be submitted immediately following return to class).

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center at: 288-7670.