

Montgomery County Community College  
MUS 241  
The Business of Music  
3-3-0

**COURSE DESCRIPTION:**

The Business of Music will provide students with an overview of the current state of the Music Industry. Students will also acquire set of skills needed to pursue a career in that industry. Topics covered will include music business career opportunities, marketing concepts, management skills and promotion. Throughout the semester, the students will explore various professions in the music field and receive an introduction to music publishing, concert production and touring, management, merchandising and recording, public relations, radio promotion, physical and internet distribution, merchandising, multimedia advertising, and budgeting.

**REQUISITES:***Previous Course Requirements*

- ENG 010A Basic Writing, ENG 011 Basic Writing II or ESL 011 ESL Basic Writing II
- REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehensive Development II
- MAT 080 Fundamentals of Mathematics, or MAT 011 Basic Algebra, or MAT 011B Beginning Algebra with Review of Arithmetic with a minimum grade of “C” within 5 years

*Concurrent Course Requirements*

None

**COURSE COMMENT**

MUS 140 Introduction to Digital Music Technology and/or MUS 240 The Art and Business of Songwriting is recommended but not required

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Describe the recent history and business practices of the music industry.	Assigned Readings Study of Web Based Online Materials Case Studies of Contracts, Copyright Law, and Music Business Ventures Lecture Discussion Role-Playing Exercises	Written Tests, Quizzes Assignments
2. Explain the history and	Assigned Readings	Written Tests

current practice of copyright as it pertains to the music industry.	Study of Web Based Online Materials Case Studies of Contracts, Copyright Law, and Music Business Ventures Lecture Discussion	Quizzes Assignments
3. Create a professional cloud based portfolio including resume and other promotional materials.	Assigned Readings Study of Web Based Online Materials Case Studies Lecture Discussion	Portfolio
4. Explain the relationship between the self-employed musician and agents, managers, and lawyers.	Assigned Readings Study of Web Based Online Materials Case Studies of Contracts, Copyright Law, and Music Business Ventures Lecture Discussion	Written Tests, Quizzes, and Assignments

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

#### SEQUENCE OF TOPICS:

1. Syllabus Review. Class introduction
  - a. Industry Trends
  - b. Career Opportunities
  - ç. Influence of Technology on the Industry
2. The Present State of the Industry: Old School, New School, No School
  - a. Music Buying Trends
  - b. Physical, Mp3, Streaming Audio
  - c. Gaming and Smart Phone Industries: The Biggest Music Outlet Today
3. The Songwriting, Publishing, Copyright, Licensing
  - a. Publishing Overview
  - b. Registration of Published Works

- c. History of Copyrights and Copyright documentation
- d. Broadcast rights: Radio, TV, and Streaming
- e. Digital Distribution
- 4. Arts Marketing and Promotion
  - a. Social Media Outlets
  - b. Electronic Press Kit : EPK (building your own)
  - c. Marketing Plan Outline
  - d. Branding
  - e. SWOT Analysis
- 5. Merchandising and Distribution
  - a. What is Merch and Swag
  - b. Internet Distribution
  - c. Physical Distribution
  - d. National and International Distribution
- 6. The Self-Employed Artist (Agents, Manager and Attorneys)
  - a. Standard Contract Agreements Primer
  - b. Costs: Recording, Promotion, Advertising and ROI
  - c. Ownership of Masters/Publishing Rights
- 7. Demographics: Audience, Fans, Social Media and your family
- 8. Marketing Part II: Marketing Plan/Business Plan
  - a. Press Kit: EPK and Press Page Creation
  - b. History of Copyrights and Copyright documentation
  - c. Marketing Plan Outline review
- 9. Technology
  - a. Music Technology Overview
  - b. Internet Technology Overview
  - c. Using technologies for Music Marketing
- 10. The Record Industry: The Record Deal
  - a. Royalties
  - b. Performance Rights Organizations
- 11. Contracts
  - a. Performance Rights Organizations
- 12. Music in Broadcast and Film, Classical Music
- 13. Music Business: Presentation and Preparation
- 14. Mock Interviews

#### LEARNING MATERIALS:

##### Required Text:

Baskerville, David and Tim Baskerville. (2022). *Music Career Handbook and Career Guide*. Sage Publications: 12<sup>th</sup> Edition. ISBN 1071854216

Gladwell, Malcolm. (2002). *The Tipping Point: How Little Things Can Make a Big Difference*. Back Bay Books.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

## COURSE APPROVAL:

Prepared by: Andrew Kosciesza & Michael Kelly	Date: 6/16/2008
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.	Date: 6/23/2008
Revised by: Andrew Kosciesza	Date: 7/6/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 8/9/2013
Revised by: Andrew Kosciesza	Date: 12/27/2017
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 1/10/2018
Revised by: Andrew Kosciesza	Date: 5/31/2023
VPAA/Provost or designee Compliance Verification: Chae Sweet, Ed.D.	Date: 5/31/2023
Revised by: Michael Kelly	Date: 4/12/2024
VPAA or designee Compliance Verification:	Date: 4/18/2024



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*