

Montgomery County Community College
SRT 242
Music Business Application
3-3-0

COURSE DESCRIPTION:

This course is a continuation of studies begun in MUS 241: The Business of Music. Students will focus in the individual elements of the Music Business Marketing Plan created in the previous course and the realization of that plan with an in depth focus in online music marketing, promotion strategies, social media, legal structuring of the business and the financial considerations that go with running a business. Recommended but not required: MUS 140 (Introduction to Digital Music Technology) and/or MUS 240 (The Art and Business of Songwriting).

PREREQUISITE(S):

- MUS 241 – The Business of Music
- REA 011 – Fundamentals of College Reading or REA 017 – Vocabulary and Reading Comprehension Development II
- ENG 010A – Basic Writing or ENG 011 – Basic Writing II or ESL 011 – Basic Writing II
- MAT 080 – Fundamentals of Mathematics, or MAT 011 – Beginning Algebra, or MAT 011B – Beginning Algebra with Review of Arithmetic with a minimum grade of “C” within 5 years

CO-REQUISITE(S):

None

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

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
1. Develop marketing campaign to exploit business proposal.	Assigned Readings Study of Materials Available on CD, DVD, and the Internet Case Studies of Business Models, Lecture Discussion Role-Playing Exercises	Written Tests, Quizzes Assignments Website Development
2. Apply the current practice of ALL copyright law as it pertains to intellectual property.	Case Studies of Contracts, Copyright Law, and Music Business Ventures Lecture Discussion	Contract Creation and Evaluation Quizzes Assignments

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Apply Best Entrepreneurial Practices for Music Business Model.	Assigned Readings Study of Materials Available on CD, DVD, and the Internet Case Studies Lecture Discussion	Portfolio, Website Creation Written Tests, Quizzes, and Assignments
4. Evaluate financial considerations of business marketing plan.	Assigned Readings Study of Materials Available on CD, DVD, and the Internet Case Studies of Music Business Models 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. Overview
2. The Music Business System
3. Music Publishing: Setting up an LLC
4. Music Copyright
5. Music Licensing
6. Agents, Managers, and Attorneys
7. Artists' Recording Contracts
8. Artist Management
9. Arts Administration
10. Music Products
11. Record Labels
12. Record Promotion and Distribution
13. Record Markets
14. Starting Your Own Business
15. Career Development

LEARNING MATERIALS:

Baskerville, David and Tim Baskerville. (2009). *Music Career Handbook and Career Guide*. Sage Publications: 9th Edition. ISBN- 1452242208

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: Michael Kelly

Date: 11/16/2013

VPAA/Provost or designee Compliance Verification:
Victoria L. Bastecki-Perez, Ed.D.

Date: 12/2014

Revised by: Kim Murphy

Date: 6/7/2023

VPAA or designee Compliance Verification:

Date: 6/7/2023



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.