

COURSE SYLLABUS

MUSB 1305 (3:3:0)

Survey of the Music Business

Sound Technology Program

Creative Arts Department

Technical Education Division

Levelland Campus

SOUTH PLAINS COLLEGE

COURSE TITLE: MUSB 1305 Survey of the Music Business

INSTRUCTOR: John Reid

OFFICE LOCATION: **CB140**

PHONE/E-MAIL: 894-9611 #2476 jreid@spc.cc.tx.us

OFFICE HOURS: As Posted and by Appointment

SOUTH PLAINS COLLEGE IMPROVES EACH STUDENT'S LIFE

I. GENERAL COURSE INFORMATION

A. Course Description: An overview of the music industry including song writing, publishing, live performance, the record industry, music merchandising, contracts and licenses, and career opportunities.

B. Course Learning Outcomes: The student will demonstrate basic music industry principles to include copyright, publishing, and performance rights; explain the business of live performance to include artist management, unions and guilds, entertainment agencies, venues, and concessions; identify the record industry systems from record producers, recording studios, manufacturing production, and distribution companies; identify those aspects of music relating to wholesale and retail merchandising and promotion of music products; summarize the use of contracts and licenses in the music industry; and explore career opportunities in the music industry.

C. Course Competencies: Upon successful completion of this course, each student will have demonstrated through written examinations and quizzes, competent understanding of:

- The legal fundamentals of song writing and publishing, including copyright law and payment mechanisms
- The world of the artist and supporting crew
- The flow process and personnel in music production
- The flow process and personnel in music distribution
- The major music consumers and venues

- The basic business principles as they apply to the music business
- The basic principles of personal finance
- The basic principles of record deals

D. Academic Integrity: As stated in the General Catalog - “As it is the aim of the faculty of South Plains College to foster a spirit of complete *honesty* and a high standard of *integrity*, the attempt of any student to present as his or her own work that which he or she has not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly suspension.

Cheating: Dishonesty of any kind on examinations or written assignments, illegal possession of examinations, the use of unauthorized notes during the examination, obtaining information during an exam from a textbook or from the examination paper of another student, assisting others to cheat, alteration of grade records, illegal entry or unauthorized presence in an office are examples of cheating.

Complete honesty is required of the student in the presentation of any and all phases of course work. This applies to quizzes of any length as well as to final examinations, to daily reports and to term papers.

Plagiarism: Offering the work of another as one’s own, without proper acknowledgment, is plagiarism; therefore, any student who fails to give credit for quotations or essentially identical expression of material taken from books, encyclopedias, magazines and other reference works, or from themes, reports or other writings of a fellow student, is guilty of plagiarism.

E. Scans and Foundation Skills:

SCAN COMPETENCIES: C-1, 2, 6,10, 15.

FOUNDATION SKILLS: F-1, 2, 5, 8, 16, 17.

F. Verification of Workplace Competencies: Successful completion of this course will equip the student with many of the skills necessary to complete part of the capstone experience presented at the end of the second semester of study for certificate candidates and at the end of the fourth semester of study for degree candidates.

II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS

A. Textbook and Other Materials: Music Business Handbook and Career Guide, by David Baskerville and Xtreme Music Marketing by Susan Crandall and Ducado VeGA.

- B. Grading Procedures / Policy / Methods of Evaluation: Exams must be taken at the scheduled times. If you are unable to take the exam as scheduled, arrange with your instructor to take the exam at another time. Failure to let the instructor know in advance of missing an exam will cause you to forfeit the opportunity to make it up.

ATTENDANCE POLICY

Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

All grading is based on a one-hundred-point scale:

100-90	=	A
89-80	=	B
79-70	=	C
69-60	=	D
59 - 0	=	F

A take home quiz will be given for each new chapter in the book. These will be due on the next class day after the new chapter has been assigned. The quiz scores will be averaged at the end of the semester along with your other test scores. Late quizzes will not be accepted.

- III. ACCOMODATIONS: South Plains College strives to accommodate the individual needs of all students in order to enhance their opportunities for success in the context of a

comprehensive community college setting. It is the policy of South Plains College to offer all educational and employment opportunities without regard to race, color, national origin, religion, gender, disability or age (SPC Equal Opportunity Policy--General Catalog).

IV.

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

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