

## Departmental Course Syllabus

Department: Radio-Television-Film

Revision Date: Spring 2006

Program: Music Business

San Antonio College \* 1300 San Pedro\* San Antonio, TX\* 78212-4201

Course Number and Title: MUSB 1305  
SURVEY OF THE MUSIC BUSINESS

Credit Hours: 3 CREDIT HOURS/3 LECTURE HOURS/0 LAB HOURS

Instructor:

Office: LRTF

Phone Number: 210-

FAX: 210-733-2778

Email:

Web Address: [www.accd.edu/sac/rtf](http://www.accd.edu/sac/rtf)

---

- I. Catalog Description:  
This course is an overview of the music industry including songwriting, live performance, the record industry, music merchandising, contracts and licenses, and career opportunities.
- II. Pre-requisites, co-requisites and other requirements:  
None
- III. Text:  
“Music Business Handbook & Career Guide,” 8<sup>th</sup> Edition, 2005, by David Baskerville, Sage Publishing Co.
- IV. Instruction will consist of:  
Class discussions, guest speakers, individual and group work, viewing videos and listening to audio recordings, exams and class projects.
- V. Course Content:  
This course focuses on the history, procedures, standard practices, economics, law and technologies involved with all facets of the business of music.
- VI. Learning Outcomes and Performance Objectives with their methods of measurement as used to determine the students’ mastery of those outcomes.  
**Learning Outcome 1:** The student will demonstrate an understanding of important approaches to the recording industry and knowledge of other areas important to the music industry.  
**Performance Objectives:**
  - Student will be able to describe the contributions of songwriters, recording artists, studios, producers, manufacturing and distribution, wholesale and retail aspects to the recording industry.**Methods of Measurement:**
  - Written and oral exams and reports, individual and small group work, class participation.**Learning Outcome 2:** The student will demonstrate an appreciation for the interrelationship of the various components of the music industry.  
**Performance Objectives:**
  - The student will explain the contributions and rewards associated with songs and their writers, artist management and agencies, venues and booking agents, guilds and unions.

**Methods of Measurement:**

- Written and oral exams and reports, individual and small group work, class participation.

**Learning Outcome 3:** The student will demonstrate an appreciation of economic and legal considerations facing the music business.

**Performance Objectives:**

- The student will explain the importance of intellectual property laws including copyright, and publishing, synchronization, and performing rights, the agencies which administer them, and issues confronting them.
- The student will demonstrate understanding of business aspects and flow of dollars associated with live performance, artist management, unions and guilds, promotion, merchandising and sales.

**Methods of Measurement:**

- Written and oral exams and reports, individual and small group work, class participation.

**Learning Outcome 4:** The student will explore music business careers, career paths and steps to begin and sustain a career in the field.

**Performance Objectives:**

- Each student will state their own career goal within the music business, the path they will need to follow for success in that field and the immediate steps they will take to begin their profession.

**Methods of Measurement:**

- Written and oral exams and reports, individual and small group work, class participation.

**Scans Competencies:** The following is a list of competencies related to the workplace as outlined by the Texas Higher Education Coordinating Board.

The following SCANS Skills will be included in this course: Allocation of time (C1), C3-Materials and facilities; C4-Human Resources; C9-Teamwork; C13-Negotiating; C14-Diversity;

VII. Course requirements and grade computation:

A. College requirements:

A written, comprehensive final examination, not to exceed two and one-half hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to postpone the examination. **A student absent without permission from a final examination is graded “F.”** Postponed examinations result in a grade of “I.” The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an “F.” (San Antonio College Bulletin, Faculty Handbook - January 1995)

B. Departmental Requirements:

C. Instructor Requirements:

Grading:

Mid-term and Final exams at 20% each.....	40%
Individual and small group work.....	20%
Large group and class project work.....	20%
<u>Participation and Professionalism.....</u>	<u>20%</u>
Course Grade	100%

**Exams:**

Both will be multiple choice, matching, short answer and problem-solving. You will be given a study sheet and SOME time will be given in class for a review for each exam.

**Makeups:**

Make-up exams will be given to those students who communicate to the instructor BEFORE the exam that there is a conflict or illness. Make-ups will be given at the next class meeting after the scheduled date or up to 3 days later.

**Projects:**

There will be a number of individual, small group and large group projects. Together they count for 40% of the course grade so treat them that way. All projects must be completed BEFORE the start of the class period they are due or 10 points **PER DAY** will be taken off the project day for each day they are late UP TO 3 DAYS (not classes) total. After that you will receive an F for that project.

**Attendance and Participation:**

You must be present to play! So absences, arriving late, and leaving early will mean points off the participation grade: 3 points per class session or half of that for tardies or leaving early. These count for 20% of the course grade and are evaluated on what to contribute towards moving the class and each class member towards their goals.

**SOLVE ALL PROBLEMS EARLY—DON'T WAIT UNTIL IT'S TOO LATE.**

There is to be no eating or drinking or any cell-phone conversations in class. If you feel the need to talk, please step outside until you are finished.

**VIII. College Policies:**

- A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.
- B. Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus. College Academic Council - April, 1998
- C. ADA Statement: "As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347.
- D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.
- E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion. For additional information refer to the "Student Code of Conduct" in the San Antonio College Bulletin.
- F. **Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/ 2000.**

- G. San Antonio College Attendance Policy: Regular and punctual attendance at all classes and laboratories, day and/or evening, is required. A student absent for any reason is responsible for all work missed. Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard to each. Absences of each student are recorded without exception. The counting of absences begins on the first day of class. A student absent the equivalent of two weeks of instruction in a 16-week semester may be dropped by the instructor. If a student is dropped from a class for excessive absences, the instructor will record a grade of “W” (withdraw). It is the student’s responsibility to ensure that the withdrawals have been submitted.
- H. San Antonio College is a smoke free campus.
- I. ACCD DPS Emergency Phone Numbers:  
ACCD DPS Emergency Phone (210) 222-0911  
ACCD DPS General Phone (210) 208-8099  
ACCD DPS Weather Phone (210) 208-8189 (For information on college closures)
- J. Students must also abide by the policies, procedures, and rules set forth in the “Student Code of Conduct” and all other policies set forth in the San Antonio College Bulletin.  
[http://www.accd.edu/sac/sacmain/schedule/SAC\\_Bulletin\\_05-06.pdf](http://www.accd.edu/sac/sacmain/schedule/SAC_Bulletin_05-06.pdf)