Course Syllabus

Department: VAPA

Date: 1/17/16

I. Course Prefix and Number: MUS177

  Course Name: Introduction to Music Business

  Credit Hours and Contact Hours: 1 credit hour and 1 contact hour

  Catalog Description including pre- and co-requisites:

This course serves as an introduction to the dynamics of the music industry including intellectual property concerns, distribution and marketing, and how technical innovation affects the current business model.

  Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

This course fulfills a requirement for music recording majors.

II. Course Student Learning Outcomes:

The student will be able to:
- Summarize how to protect the students’ rights in a creative work
- Explain basic legal concepts surrounding publishing, copyright, and licensing.
- Identify various revenue streams for creative works and predict possible future movement within the industry

College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

☐ writing  ☑ computer literacy
☐ oral communications  ☐ ethics/values
☑ reading  ☐ citizenship
☐ mathematics  ☐ global concerns
☐ critical thinking  ☑ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes
will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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</thead>
<tbody>
<tr>
<td>Reading</td>
<td>Class projects, tests, and a final exam will assess the ability of students to interpret and utilize college level texts and resources</td>
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<tr>
<td>Computer Literacy</td>
<td>Students will complete weekly assignments using a computer and online resources</td>
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<tr>
<td>Information Resources</td>
<td>The student is required to gather information from various sources throughout the course to complete their weekly assignments</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

Textbook, Online Sources

Methods of Instruction (e.g. Lecture, Lab, Seminar ...):

Lecture, Group Discussions, Group Projects

V. General Outline of Topics Covered:

- Introduction: history, the digital millennium, and overview of the music business system
- Intellectual property and associated revenue streams (song writing, publishing, copyright, contracts, licensing, television, film, advertising)
- Record labels and artist recording contracts