General Information

Date
March 7th, 2019

Author
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Department
Visual and Performing Arts

Course Prefix
MUS

Course Number
177

Course Title
Introduction to Music Business

Course Information

Credit Hours
1

Lecture Contact Hours
1

Lab Contact Hours
0

Other Contact Hours
0

Catalog Description
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.

Prerequisites
None

Co-requisites
None

Grading Scheme
Letter

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category
None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality
Perseverance
Interconnectedness
Course Learning Outcomes

1. Summarize how to protect the students’ rights in a creative work
2. Explain basic legal concepts surrounding publishing, copyright, and licensing
3. Identify various revenue streams for creative works and predict possible future movement within the industry
4. Distinguish the various actors and their roles within the industry in order to develop a potential career path.

Program Affiliation

This course is required as a core program course in the following program
AS Music Recording Technology

Outline of Topics Covered

1. Introduction: history, the digital millennium, and overview of the music business system

2. Intellectual property and associated revenue streams (song writing, publishing, copyright, contracts, licensing, television, film, advertising)

3. Record labels and artist recording contracts