

Common Course Outline

MUSC 143

The Music Business and Recording Industry

3 Semester Hours

The Community College of Baltimore County

Description:

The Music Business and Recording Industry explores the business issues encountered in the music industry, including contracts, accounting, copyrights/ publishing, artist management/booking, and record manufacturing.

Overall Course Objectives:

Upon successful completion of this course the student will:

1. Trace the important historical precedents of the music business and recording industry;
2. Create a business plan for a recording studio, sound reinforcement, or related business;
3. Identify, discuss, and analyze the main points of typical contracts used in the music industry;
4. Perform basic accounting procedures and other record keeping/business management in support of an owner-operated audio recording studio;
5. List the duties of the artist manager, booking agent and concert promoter, and describe their relationship to the performing/creative artist;
6. Identify, discuss, and analyze the main points of copyright, publishing and performing rights agreement and licenses;
7. Trace the “route” of a popular song, from initial musical idea to finished recorded/distributed product, and analyze and discuss each step of the process; and
8. Communicate proficiently using language/jargon unique to the music industry.

Major Topics:

These topics will be covered in the following general order:

1. The history of the music business and recording industry
2. Performance, management, recording and other contracts used in the music industry
3. Copyright, publishing and performing rights agreements and licenses
4. Accounting, record keeping and other business practices relevant to the recording studio business
5. Artist management, booking agencies, concert promotion, record manufacturing, retailing, promotion
6. Entrepreneurship and self-employment in the music industry:

- a. setting goals
 - b. creating a business plan
 - c. marketing, merchandizing, customer relations
 - d. legal aspects: permits and contracts
7. Popular culture and musical style: walking the fine line between art and commerce.

Course Requirements:

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in growth in knowledge, attitudes, and skills necessary to function successfully as a transfer student, in a career and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for their individual growth by attending classes, completing all homework and other assignments, participating in class activities and preparing for tests.

Assessment is based on:

1. Class attendance
2. Participation in classroom activities and discussions
3. Completion of classroom and homework assignments and tasks
4. Written evaluations
5. Term project—professional audio business plan #1

Other Course Information:

This course is required for the 30-credit certificate in Music Production and Audio Recording Technology

We take seriously our responsibility to maintain high-quality programs and will periodically ask you to participate in assessment activities to determine whether our students are attaining the knowledge, attitudes and skills appropriate to various courses and programs. The assessment activities may take many different forms such as surveys, standardized or faculty-developed tests, discussion groups or portfolio evaluations. We ask that you take these activities seriously so that we can obtain valid data to use for the continuous improvement of CCBC's courses and programs.