

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Practices and Issues in Music Business

Course Abbreviation and Number: MUS 2520

Credit Hours: 3

Course Type: Lecture

Course Description: Students will comprehensively explore various aspects of the music business including publishing, copyright, contracts, licensing, the recording industry, artist management, tour management, marketing, fundraising, promotion, distribution, internet streaming, and others. Music industry ethics and the fundamentals of self-employment and self-promotion will be examined. The development of the industry will be discussed, and current issues and opportunities in the music business will be studied.

Prerequisite/Corequisite: ENG 1530.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Demonstrate a working knowledge of at least one element of music production.
 2. Demonstrate a working knowledge of major business practices, issues and ethical concerns in the contemporary music industry.
 3. Demonstrate a working knowledge of the functions and interrelationships of different components of the industry.
 4. Demonstrate a working knowledge of the fundamental aspects of music publishing, copyrights, contracts, licensing, and entrepreneurship.
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Topics Covered:

- Music publishing
 - Opportunities and issues in the recording industry
 - Copyright
 - Artist management
 - Music licensing
 - Music industry ethics
 - Tour management
 - Current issues in the music industry
 - Marketing, promotion, and distribution
 - Music entrepreneurship
 - Major historical developments
 - Fundraising
 - Contracts
 - Internet streaming
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
 - [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
 - [Get Help: JCC & Community Resources](#)
 - [Emergency Closing Procedures](#)
 - Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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 - Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2021