

MUS-1120: MUSIC BUSINESS II

Cuyahoga Community College

Viewing: MUS-1120 : Music Business II

Board of Trustees:

1997-10-23

Academic Term:

Fall 2019

Subject Code

MUS - Music

Course Number:

1120

Title:

Music Business II

Catalog Description:

Artist promotion, management, music agents, music in advertising, concert promotion, arts administration, and music entrepreneurship.

Credit Hour(s):

3

Lecture Hour(s):

3

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

MUS-1110 Music Business I.

Outcomes

Objective(s):

1. Demonstrate an understanding of career options which exist in the music industry.
2. Demonstrate an understanding of music business terminology.
3. Demonstrate an understanding of functions, roles, and interrelationships of facets of music industry.
4. Demonstrate an understanding of typical contracts used in the industry and business considerations which pertain to songwriting, publishing, music licensing, unions, guilds, and the record industry.

Methods of Evaluation:

1. Written examinations

Course Content Outline:

1. Arts and entertainment industry
 - a. Art vs. commerce
 - b. History of the music business
 - c. The music business and the economy
 - d. The music business system and interrelationship of parts
2. The music business players (career options)

- a. Creative careers
 - b. Producing/directing careers
 - c. Performance careers
 - d. Teaching careers
 - e. Other music-related careers
3. Contracts
 - a. Basic components and general terms
 - b. Negotiations
 - c. Sample contracts
 4. Songwriting, publishing, and copyrights
 5. Music licensing, unions, and guilds
 6. The record industry
 - a. Scope of the record industry
 - b. Record markets
 - c. Artists' recording contracts
 - d. Record production
 - e. Record promotion and distribution
 - f. Studios and engineers

Resources

Anderson, O. J. *Business Law*. Totowa, NJ: Rowman and Allenheld, 1980.

Baskerville, David. *Music Business Handbook and Career Guide*. Denver, CO: Sheridan, 1989.

Bender, Matthew. *Entertainment Industry Contract*. Times Mirror Books, 1988.

Dearing, James. *Making Money Making Music*. Cincinnati, OH: Writer's Digest Books, 1990.

Frith, Simon, and Andrew Goodwin. *On Record, Rock, Pop and the Written Word*. New York: Pantheon Books, 1990.

Grascogna, Xavier M., and H. Lee Heatherington. *Successful Artist Management*. New York: BPI Communications, 1990.

Liggett, Mark, and Cathy. *The Complete Handbook of Songwriting*. New York: Nalpenquin, 1985.

Rapaport, Diane Sword. *How To Make and Sell Your Own Record*. Prentice-Hall, 1992.

Shemel, Sidney, and M. William Krasilovsky. *This Business of Music*. 7th ed. Billboard Books, 1995.

Shemel, Sidney, and M. William Krasilovsky. *Lawyers for the Creative Arts. Copyright Basics for the Musician*. Chicago: LCA, 1990.

"Entertainment, Publishing and the Arts Handbook"

Maynard, Keith. "Sound"

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Key: 3092