

Inver Hills Community College

MUSC 1147: Music Business - Marketing, Promotion And Publishing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Presents an understanding of music industry in contemporary and historical styles as it relates to copyright laws, licensing, contracts, publicity and marketing. Other topics include the recording industry and management.

B. COURSE EFFECTIVE DATES: 08/24/2009 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Overview, Songwriting and Publishing 15%
2. Copyright, Licensing, and Contracting 20%
3. Marketing, Publicity, and Product Promotion 20%
4. Business Structures, Record Keeping and Digital Samples 10%
5. Business Structures, Record Keeping and Digital Samples 10%
6. Production 10%
7. Professionalism 10%

D. LEARNING OUTCOMES (General)

1. Identify basic business practices within the music industry.
2. Identify basic business practices within the music industry.
3. Compare and contrast the operation of the independent, entrepreneurial side of the music industry.
4. Develop critical awareness of current trends in music as they relate to cultural diversity and contrast these with past trends .

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted