

MUS 0025 - INTRODUCTION TO ENTERTAINMENT INDUSTRY

Catalog Description

Hours: 54 lecture

Description: Exploration of non-performance career options in multiple areas of the media content management and public event technical support industries. Areas of emphasis include professional practices in the music and theatrical production fields including marketing, publishing, copyrighting, licensing, and contracts. Students will be introduced to strategies for working with unions, guilds, artists, producers, managers, and performance venue personnel. (CSU)

Course Student Learning Outcomes

- CSLO #1: Perform critical analysis of a sample music publishing contract.
- CSLO #2: Create a hypothetical music publishing contract.
- CSLO #3: Develop a hypothetical public event technical support service schedule and contract.
- CSLO #4: Demonstrate awareness of the fundamental concepts of copyright and media use licensing law.

Effective Term

Spring 2021

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. Outline the overall structure of today's music industry;
2. Discuss music and plays publication and copyright law;
3. Identify the necessary steps in the process of creating a hypothetical publishing contract;
4. Analyze a real publishing contract and create a hypothetical publishing contract;
5. Construct the framework for a basic rehearsal and live performance schedule and contract;
6. Compare and contrast a variety of artist management, merchandising techniques; and
7. Identify and discuss the main concepts of artist management, Front-of-house and Box office management, ticket sales and public relations.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: 1. Students will be asked to discuss their observations on expenditures associated with the production, release, distribution, marketing, etc. of varied types of media content. 2. Students will be asked to share their perceptions on emerging trends impacting media content industries such as sampling and unauthorized file-sharing.
- Objective Examinations
 - Example: Test Question Examples: 1. True or False: The use of copyrighted musical material by non-profit community performance ensembles such as those affiliated with schools and churches is subject to mechanical licensing fees. 2. The appropriate symbol for protecting a sound recording is . . . A. ## B. © C. ™ D. o E. Ω
- Projects
 - Example: 1. Students are to draft a contract for a hypothetical performance event. Rubric Grading. 2. Students are to build a comprehensive budget for a hypothetical public event with attention paid to all necessary budget items including venue fees, staging, lighting, sound, security, insurance, ancillary personnel, etc.
- Reports
 - Example: 1. Students will report on a recently attended public event, identifying observable contributing elements to the event requiring "business office". Rubric Grading. 2. Students will report on assigned articles and asked to take and support a position – Sample Question: Consider the impact of file sharing and its effect on today's music industry. Will our industry sustain damage or change with the times? Choose a position and justify.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor will present an interactive lecture requesting students' opinion on current issue of file sharing facing the entertainment industry and encourage students to present different perspectives on the issue.
2. Through lecture and reading assignments, instructor will introduce techniques in the interpretation of current legislation in the areas of basic copyright law and mechanical licensing regulations.
3. Instructor augment lecture/discussion with the provision of handouts to introduce students to commonly encountered legal forms such as

those employed for the copyrighting of new material. Instructor will actively assist students in the preparation of these documents.

Other materials and-or supplies required of students that contribute to the cost of the course.

Typical Out of Class Assignments

Reading Assignments

1. Read an assigned chapter on the recording industry and write a chapter summary, referencing chapter content to observable local/regional/national activity in the entertainment industry. 2. Read a news article about a copyright infringement case between two artists, summarize the copyright law and if infringement had occurred.

Writing, Problem Solving or Performance

1. Write a hypothetical "record deal" – a contractual agreement including scheduling of studio pre/post production, product promotion, distribution of royalties etc. 2. Write a tour contract including performance scheduling, travel arrangements, and event promotion. 3. Follow a song from inception to production including composition, orchestration, pre/postproduction, duplication/replication, distribution, and merchandising. 4. Create a "production plan," detailing in order, the steps involved in producing a play or musical.

Other (Term projects, research papers, portfolios, etc.)

Acting as a "talent scout," put together an A & R (artist and repertoire) portfolio of a selected local act. Include a roster of performers and list of prepared material suitable for presentation to record company executives.

Required Materials

- Music Business Handbook and Career Guide
 - Author: David Baskerville
 - Publisher: SAGE Publications
 - Publication Date: 2016
 - Text Edition: 11th
 - Classic Textbook?: No
 - OER Link:
 - OER:
- How to Make it in the New Music Business
 - Author: Ari Herstand
 - Publisher: Norton/Liveright
 - Publication Date: 2016
 - Text Edition: 1st
 - Classic Textbook?: No
 - OER Link:
 - OER:
- All You Need to Know About the Music Business
 - Author: Donald S. Passman
 - Publisher: Simon & Schuster
 - Publication Date: 2015
 - Text Edition: 9th
 - Classic Textbook?: No
 - OER Link:
 - OER: