

Las Positas College
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Course Outline for MUS 37
MUSIC INDUSTRY CAREER DEVELOPMENT
Effective: Fall 2016

I. CATALOG DESCRIPTION:

MUS 37 — MUSIC INDUSTRY CAREER DEVELOPMENT — 3.00 units

Career opportunities and business practices in the music industry. Focus on career options and development, artist management, unions, music merchandising, music for film and digital media, and concert promotion.

3.00 Units Lecture

Grading Methods:

Letter or P/NP

Discipline:

Family: Music Industry

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. differentiate various career paths in the music industry;
- B. develop a business plan specific to individual musical goals;
- C. recognize the role and importance of music merchandising, publishing, and licensing
- D. develop and implement effective strategies for concert promotion, artist management, crowd sourcing, social media, and traditional marketing.

V. CONTENT:

- A. Career opportunities
- B. Personal business plans
- C. Artist management
- D. Concert promotion
- E. Unions and professional guilds
- F. Career development

VI. METHODS OF INSTRUCTION:

- A. **Observation and Demonstration** -
- B. **Lecture** -
- C. **Field Trips** -
- D. Promoting concerts, events, projects by LPC music students and campus ensembles.
- E. Analysis of existing music business models
- F. **Discussion** -
- G. **Guest Lecturers** -
- H. **Projects** -
- I. **Classroom Activity** -

VII. TYPICAL ASSIGNMENTS:

- A. Read chapter on artist management and be prepared to discuss
- B. Analyze music merchandising and licensing strategies
- C. Develop and implement concert/artist promotion strategies
- D. Develop self-business plans

VIII. EVALUATION:

- A. **Methods**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Papers
5. Group Projects
6. Class Participation
7. Class Work
8. Home Work

B. Frequency

One homework assignment per week

1 research project

2 papers

1 group project

Daily class work

2 quizzes per month

1 midterm exam

1 final exam

IX. TYPICAL TEXTS:

1. Passman, Donald. *All You Need to Know About the Music Business*. 9th ed., Free Press, 2016.
2. King, Robert. *Music Business: The Secret To Successfully Making It In The Music Industry*. 1st ed., Amazon Digital Services, Inc., 2015.
3. Freese, Cris. *Songwriter's Market 2016*. 39th ed., Writer's Digest Books, 2015.
4. Durden, Angela. *Navigating the New Music Business as a DIY and Indie*. 1st ed., CreateSpace Independent Publishing Platform, 2015.

X. OTHER MATERIALS REQUIRED OF STUDENTS: