



Course Outline

2026-2027 Catalog

MUS 90 - Introduction to the Music Industry

Catalog Description

Transfer Status: CSU

Unit(s): 2.00

Lecture: 34.00 Contact hours/68.00 Out of class hours/102.00 Total hours/2.00 Unit(s)

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Course Description: A survey of the music industry with focus on the skill, experience, and education needed for careers within the music industry. Topics include music publishing, performing rights, copyright issues, resume building, artist statements, publicity, music licensing, digital distribution, record companies, and artist management.

Objectives

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

1. Develop an artist profile and prepare applications for both the industry and academia.
2. Compare the various income sources of freelancing musicians and educators.
3. Explain the basics of copyright law and sampling.
4. Analyze different types of record contracts.
5. Distinguish between the roles of an artist manager and a producer.
6. Evaluate how technology has impacted the distribution of music.

Course Content

Topic Titles / Suggested Time Topic	
	<u>Lecture</u>
<u>Topics</u>	<u>Lec Hrs</u>
Writing a biography and artist statement	2.00
Creating written and online resumes including websites and social media	4.00
Overview of the history of the American music industry	2.00
Income sources for freelance artists and educators	2.00
Music publishing and its administrative process	2.00
Music copyright history and its application in the current music industry	4.00
Music licensing: performing rights, organizations, and royalty distribution	2.00
The artist director, producer, and manager roles	2.00
Record labels and their policies	2.00
Artist contracts and contract negotiations	2.00
Music grant writing and applications	2.00
Overview of music in academia	2.00
The digital world of music	2.00
Marketing strategies	4.00
Total Hours: 34.00	

Methods of Instruction

- A. Collaborative Group Work
- B. Discussion
- C. Guest Speakers
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Lecture
- F. Multimedia Presentations
- G. Reading Assignments

Methods of Evaluation

- A. Research Projects
- B. Portfolios
- C. Oral Presentation
- D. Homework

- E. Written Assignments
- F. Class Discussion

Examples of Assignments

Reading Assignments

1. "The Success Of Streaming Has Been Great For Some, But Is There A Better Way?" is an article Paula Mejia published on NPR. This reading describes a range of different fears that people have about changes in the popular music business. As summarized at the end of the instructor's lecture, explain whether you share any of those worries or not and why. Do you feel like there is anything you would like to change about your own habits, and if so, what? Please write your response in the discussion board and respond to at least one student.
2. Please read T. Scott Gilligan's article on "Copyright Guidelines For Music Teachers" and be prepared to discuss it in class.

Writing Assignments

1. This week's lecture was focused on how to write a artist biography: write your own biography in no more than 150 words.
2. This week's readings includes three different artist statements. After reading those statements and using the analysis provided by the instructor, write your own artist statement. Produce three different statements, one of 100 words, one of 250 words, and one of 500 words.

Out-of-Class Assignments

1. Find a local freelance music educator or musician (or choose one from the list), and conduct an interview with them regarding their experience as a freelance artist/educator. Create a list of all the music related activities they are involved in to create income for themselves.
2. Create a personal website for your own musical activities. Your website should at least have a home page, biography page, and booking/contact page with details about your services.

Recommended Materials of Instruction

Zero Cost Textbook

Berklee Online, Music Business Digital Handbook (OER) <https://assets.online.berklee.edu/handbooks/berklee-online-music-business-handbook.pdf>

Minimum Qualifications

Music (Masters Required)

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Date: 05/20/2024