

**JAMESTOWN COMMUNITY COLLEGE**  
State University of New York

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**Master Course Syllabus**

**Course Title:** Business of Music

**Course Abbreviation and Number:** MUS 1650

**Credit Hours:** 3                      **Division:** AHHS                      **Course Type:** Lecture

**Course Description:** Students will gain an understanding of the various means of entering the music business, learn the important role of the songwriter and terms of music publishing contracts and arrangements. Students will also learn how to gain attention from a record label. Various careers available in the music business are also examined.

Eligibility: ENG 1510.

**Course Attributes:** E,L

(C=Career, E=Elective, H=Humanities, L=Liberal Arts & Sciences, N=Mathematics/Sciences, S=Social Sciences; VEDP=Values, Ethics & Diverse Perspectives)  
4-letter codes represent SUNY General Education Courses, please see below to determine which SUNY General Education requirement(s) is met.

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**Student Learning Outcomes:**

After successful completion of this course, students will be able to:

1. Demonstrate a working knowledge of at least one element of music production.

**Additional Student Learning Outcomes that meet SUNY General Education Requirements:**

Does this course meet a SUNY General Education requirement(s)?  Yes                       No

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**Topical Outline:**

- Finding students understanding of the industry
  - Industry overview
  - What is music, art, commerce?
  - Lyrics
  - History of technology, from sheet music to iPods, and how it shaped the industry
  - Grammy Awards
  - Record Royalties
  - Mechanical Royalties
  - "I can't believe they're not better" a history of 10,000 maniacs and how they did it
  - Documentary on the making of Wilco's record Yankee Hotel Foxtrot
  - Guest Lecture
  - The art of the interview and how it can affect sales
  - Radiohead "Meeting People is Easy"
  - Publicity, press kits, and self promotion
  - Record company overview and how they work
  - "The Way the Music Died"
  - Payola. What is wrong with the industry
  - Sound reinforcement basics, vibration, acoustic to electric to acoustic
  - "Some Kind of Monster" Metallica
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**Signatures and Dates:**

**Discipline Director:** Michael F. Kelly

**Date:** 9/2/2009

**Assistant Dean:** 

**Date:** 3/8/2010

**Academic Affairs:** CR

**Date:** 3/8/2010

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**Effective Date:** Spring 2010