MUSC 3310- Introduction to Music Industry Studies

Course Syllabus – Fall 2013

Course description | Outcomes | Term | Instructor information | Class meetings | Text | Evaluation | Grading | Mid-term progress report | Course schedule | Course policies | Important dates

Individuals with disabilities who need to request accommodations should contact the Disability Services Coordinator, Student Center 255, 678-466-5445, disabilityservices@mail.clayton.edu.

Course Description:

This course will provide an introductory overview of the commercial music industry, including its history and development within the context of the production of multiple popular and traditional styles. The course explores how the music industry has developed in the United States. Students will consider how music (as well as musicians) has evolved into “product.” In an effort to give students a sense of practical direction for their futures, the course will also include an exploration of the various career options within the music industry.

Number and Title: MUSC-4160 (CRN 89829)

Credit Hours:
3.0 semester credit hours (3-0-3)

Course Prerequisites and Co-requisites: MUSC 1012 with a minimum grade of C

[Note: Learning Support students who are required to take ENG 009 and/or READ 009 must exit the requirements before they can enroll in this course]

Computer Requirement:
Each CSU student is required to have ready access throughout the semester to a notebook computer that meets faculty-approved hardware and software requirements for the student's academic program. Students will sign a statement attesting to such access. For further information on CSU's Official Notebook Computer Policy, please go to http://itpchoice.clayton.edu/policy.htm.
Software Requirement:
To properly access the course content you will need to download the following free software:


Computer Skill Prerequisites:
- Able to use the Windows™ operating system
- Able to use Microsoft Word™ word processing
- Able to send and receive e-mail using Outlook™ or Outlook Express™
- Able to attach and retrieve attached files via email
- Able to use a Web browser
- Ability to access Georgia View

In-class Use of Student Notebook Computers:
Student notebook computers may be used in this course to take notes; please do NOT use classroom time to access social networking sites or to check email. Computers will also be required to access course materials and to communicate with your instructor.

GeorgiaVIEW (Online Classroom):
On-line activity will take place in GeorgiaVIEW, the virtual classroom for the course.
- You can gain access to GeorgiaVIEW, by signing on to the SWAN portal and selecting “GaVIEW” on the top right side. If you experience any difficulties in GeorgiaVIEW, please email or call The HUB at TheHub@mail.clayton.edu or (678) 466-HELP. You will need to provide the date and time of the problem, your GeorgiaVIEW username, the name of the course that you are attempting to access, and your instructor's name.

Major Student Activities:
Reading and studying from the course text book
Working assigned homework problems
Taking notes during class
Answering and asking questions during class
Taking quizzes and examinations
Writing a research paper
Group presentation
Discuss Clayton Media & Entertainment Association (CMEA)

Program Learning Outcomes:
General education outcomes:
The following link provides the Clayton State University Core Curriculum outcomes (see Area C):
Music B.A. Learning outcomes:
1. The ability to hear, identify and work with the elements of music (melody, harmony, rhythm, form, texture and timbre) in sound and notation
2. Performance skills appropriate to the student’s needs and interests, including competence in sight reading and realizing a variety of musical styles
3. The ability to collaborate effectively in a variety of situations and settings
4. The ability to think, speak, and write clearly and effectively about music and other related fields that the student chooses to explore

Course Learning Outcomes:
1. A general understanding of the historical processes that contributed to the formation of the modern music industry.
2. A general understanding of the history of the recording industry.
3. A general understanding of what is required to become a successful music manager in the 21st Century.
4. A general understanding of music management, marketing, concert promotion, record companies, record production, and new, emerging forms of music promotion.
5. An ability to think critically about the relationships between different models of music production, publication, and marketing, as related to different models of management, such as corporate institutions or independent entrepreneurial endeavors.
6. A general understanding of key developments in music production, marketing, promotion, and management.
7. An ability to use critical thinking and historical knowledge in a professional context.
8. Self-knowledge and introspection

Health and Safety for Musicians

Health and Safety concerns for musicians apply to all music faculty and staff, to all music majors and minors, and to any student enrolled in music classes, particularly applied music and ensembles. Hearing concerns, vocal health, and muscle injury are an everyday part of the music profession. Musicians must take an active role in making informed decisions to help maintain their own health and safety.

The Division of Music at Clayton State University provides for the benefit of our students, faculty, and staff information regarding best practices in health and safety for musicians. Information and a list of resources is linked from the Division of Music webpage (http://www.clayton.edu/vpa/music), and additional information will be presented periodically each academic year as part of the MUSC 0890 (Recital Attendance) course. If you have specific questions or concerns regarding injuries or other music-related health issues, ask your applied instructor or ensemble director for assistance and additional resources.
Course Requirements
Students will be required to:
1. Read, analyze, and discuss the text according to the topics provided in the course Outline
2. Complete objective assignments, quizzes, and examinations
3. Complete a written report
4. Complete an assigned project
5. Engage in online discussions

Instructor Information:
Dr. Shawn David Young
phone: (678) 466-4758
e-mail: ShawnYoung@clayton.edu
Faculty page: www.clayton.edu/arts-sciences/vpa/faculty/young
Office: Music Building, MUSC-208
Office hours: Tuesday/Thursday 1:00-3:00pm Morrow Campus
            Monday, 4-6pm Peachtree City Campus
            (Other times by appointment)

Class Meetings:
Classroom: Music, 215
Music Education Building
Class times: 3:35-4:50pm, Tuesday, Thursday

Textbook Information:
Text:

Group Presentation – Students will identify what they believe to be the most pressing issue facing the music industry. Each group will present a 10-minute presentation on their findings, using various forms of in-class multi-media.

Group Project – Students will develop marketing and promotional strategies for a guest visit by an industry professional.

Final Examination – You will be given a final examination on the material discussed in the class.

Final Grade:
Group Presentation  25%
Group Project  25%
Quizzes  20%
Final Examination  30%
TOTAL  100%
Grading:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100 pts</td>
</tr>
<tr>
<td>B</td>
<td>80-89 pts</td>
</tr>
<tr>
<td>C</td>
<td>70-79 pts</td>
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<tr>
<td>D</td>
<td>60-69 pts</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
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</tbody>
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Mid-term Progress Report:
The mid-term grade in this course, which will be issued on October 1, reflects approximately 30% of the entire course grade. Based on this grade, students may choose to withdraw from the course and receive a grade of "W." Students pursuing this option must fill out an official withdrawal form, available in the Office of the Registrar, or withdraw on-line using the Swan by mid-term, which occurs on October 4. Instructions for withdrawing are provided at this link. The last day to withdraw without academic accountability is Friday, October 4, 2011.

SCHEDULE OF CLASSES

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Date</th>
<th>Lesson Topic</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug. 13</td>
<td>Introductions; Historical Context; Careers in the Music Industry</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Aug. 15</td>
<td>Music in the Marketplace</td>
<td>1-10</td>
</tr>
<tr>
<td>3</td>
<td>Aug. 20</td>
<td>Music as Commodity</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Aug. 22</td>
<td>The American Recording Industry: History</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Aug. 27</td>
<td>The Music Business System</td>
<td>15-20</td>
</tr>
<tr>
<td>6</td>
<td>Aug. 29</td>
<td>Professional Songwriting</td>
<td>27-46</td>
</tr>
<tr>
<td>7</td>
<td>Sept. 3</td>
<td>Record Production</td>
<td>199-219</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Course Title</td>
<td>Lecture Room</td>
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<tr>
<td>8</td>
<td>Sept. 5</td>
<td>Concert Production</td>
<td>223-239</td>
</tr>
<tr>
<td>9</td>
<td>Sept. 10</td>
<td>Concert Production</td>
<td>223-239</td>
</tr>
<tr>
<td>10</td>
<td>Sept. 12</td>
<td>Arts Administration</td>
<td>243-255</td>
</tr>
<tr>
<td>11</td>
<td>Sept. 17</td>
<td>Record Labels</td>
<td>271-283</td>
</tr>
<tr>
<td>12</td>
<td>Sept. 19</td>
<td>Record Promotion and Distribution</td>
<td>287-300</td>
</tr>
<tr>
<td>13</td>
<td>Sept. 24</td>
<td>Record Markets</td>
<td>303-309</td>
</tr>
<tr>
<td>14</td>
<td>Sept. 26</td>
<td>The Digital Age</td>
<td>313-321</td>
</tr>
<tr>
<td>15</td>
<td>Oct. 1</td>
<td>Music Publishing</td>
<td>49-75</td>
</tr>
<tr>
<td>16</td>
<td>Oct. 3</td>
<td>Music Copyright</td>
<td>79-104</td>
</tr>
<tr>
<td>17</td>
<td>Oct. 8</td>
<td>Music Copyright</td>
<td>79-104</td>
</tr>
<tr>
<td>18</td>
<td>Oct. 10</td>
<td>Music Licensing</td>
<td>107-125</td>
</tr>
<tr>
<td>19</td>
<td>Oct. 15</td>
<td><strong>No Class</strong></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Oct. 17</td>
<td>Music Licensing</td>
<td>107-125</td>
</tr>
<tr>
<td>21</td>
<td>Oct. 22</td>
<td>Music Licensing</td>
<td>107-125</td>
</tr>
<tr>
<td>22</td>
<td>Oct. 24</td>
<td>Agents, Managers, Attorneys</td>
<td>129-141</td>
</tr>
<tr>
<td>23</td>
<td>Oct. 29</td>
<td>Agents, Managers, Attorneys</td>
<td>129-141</td>
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<tr>
<td>24</td>
<td>Oct. 31</td>
<td>Recording Contracts</td>
<td>147-162</td>
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<tr>
<td>25</td>
<td>Nov. 5</td>
<td>Recording Contracts</td>
<td>147-162</td>
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<tr>
<td>26</td>
<td>Nov. 7</td>
<td>Music in Broadcasting, Film, and Theater</td>
<td>325-398</td>
</tr>
<tr>
<td>27</td>
<td>Nov. 12</td>
<td>Music in Broadcasting, Film, and Theater</td>
<td>325-398</td>
</tr>
<tr>
<td>28</td>
<td>Nov. 14</td>
<td>Unions and Guilds</td>
<td>165-172</td>
</tr>
</tbody>
</table>
Course Policies:

General Policy
Students must abide by policies in the Clayton State University Student Handbook, and the Basic Undergraduate Student Responsibilities.

University Attendance Policy
Students are expected to attend and participate in every class meeting. Instructors establish specific policies relating to absences in their courses and communicate these policies to the students through the course syllabi. Individual instructors, based upon the nature of the course, determine what effect excused and unexcused absences have in determining grades and upon students’ ability to remain enrolled in their courses. The university reserves the right to determine that excessive absences, whether justified or not, are sufficient cause for institutional withdrawals or failing grades.

Course Attendance Policy
Attendance is expected for all class periods. You are, however, allowed two “free” skips. Attendance is required for quiz and examination periods. Any unexcused absence must be accompanied by a written excuse from a doctor or other competent authority. Each unexcused absence will result in a partial deduction from your final grade. For example, for 1 unexcused absence a final grade of A will become an A- and a final grade of B will become a B-, and so on.

Missed Work
Without a valid excuse, a grade of zero points will be assigned for the missed work. If a valid excuse is provided:
- Make-up quizzes will be given only if they are taken before quiz solutions are posted (afternoon of the day the quiz is given). If the make-up quiz cannot be taken before the solutions are posted, the missed quiz will be counted as a quiz
that can be dropped. The highest quiz scores will be used to calculate the course grade.

- Make-up examinations will be given only if they are taken before graded examinations are returned to students (next class period). In the event that a make-up examination cannot be taken before exams are returned to other students, the missed examination will not count in calculating the course grade. This means that other graded work will be responsible for a greater weight in determining the course final grade.

- The final examination MUST be taken. Students missing the final examination should contact their instructor concerning the applicability of an Incomplete grade.

**Academic Dishonesty**

Any type of activity that is considered dishonest by reasonable standards may constitute academic misconduct. The most common forms of academic misconduct are cheating and plagiarism. All instances of academic dishonesty will result in a grade of zero for the work involved. Note that a second offence may result in expulsion from the course. All instances of academic dishonesty will be reported to the Office of Student Life/Judicial Affairs. Judicial procedures are described beginning on page 14 of the Student Handbook (Procedures for Adjudicating Alleged Academic Conduct Infractions)

**Disruption of the Learning Environment**

Behavior which disrupts the teaching–learning process during class activities will not be tolerated. While a variety of behaviors can be disruptive in a classroom setting, more serious examples include belligerent, abusive, profane, and/or threatening behavior. A student who fails to respond to reasonable faculty direction regarding classroom behavior and/or behavior while participating in classroom activities may be dismissed from class. A student who is dismissed is entitled to due process and will be afforded such rights as soon as possible following dismissal. If found in violation, a student may be administratively withdrawn and may receive a grade of WF.

A more detailed description of examples of disruptive behavior and appeal procedures is provided at:

http://a-s.clayton.edu/DisruptiveClassroomBehavior.htm

**Writing Assistance**

The Writers’ Studio 224 is located in the A&S building, room 224. There you can talk with trained writing tutors about your writing projects. They are available to work with you at any stage of your paper, from generating ideas to organizing your paper to understanding how to format it correctly. The service is free; you may drop in and wait for a tutor or sign up for a regular appointment. But remember: you, not your tutor, are ultimately responsible for the quality and content of the papers you submit.
http://a-s.clayton.edu/english/Writers%27_Studio/default.html

**Other Policies**
All examinations are closed book.
No student-produced "memory sheets" or note cards are allowed.
Cell phones, computers, and all non-essential items may NOT be on the desk during the duration of quizzes and examinations.

**Operation Study**
At Clayton State University, we expect and support high motivation and academic achievement. Look for Operation Study activities and programs this semester that are designed to enhance your academic success such as study sessions, study breaks, workshops, and opportunities to earn Study Bucks (for use in the University Bookstore) and other items

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**Last day to withdraw without academic penalty: Friday, October 4, 2013!!!**