



## **MUSB 1305 SURVEY OF THE MUSIC BUSINESS**

CRN 54370 - Spr. 2018

Spring Branch Campus - Room 704 | 11:00am- 12:20 pm | Mon/Thu 3 hour lecture course / 48 hours per semester/ 16 weeks

Instructor: Christopher Williams, MBA

Instructor Contact Information: Cell Phone: 832-525-0233

Christopher.William3@hccs.edu

### **Instructional Materials**

TEXT: Music Business Handbook and Career Guide, 11th Edition, by David & Tim Baskerville  
Other materials will be available on the Chris Williams Learning Web site at:  
<http://learning.hccs.edu/>

Office location: 440C

Office hours: Mon. 1-3pm/Tue. 9:00-11:am, 4-5:30

Please feel free to contact me concerning any problems that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics. Feel free to call or come by my office anytime during these hours or make an appointment to meet at another time.

### **Course Description**

MUSB 1305, Survey of the Music Business, is an overview of the music industry including songwriting, live performance, the record industry, music merchandising, contracts and licenses, and career opportunities

### **Prerequisites**

Completion of EDUC 1300, MATH 0308, ENGL 0310 or 0349; OR passing grades on the Reading, Math, and English portion of the college assessment exam.

### **Course Goal**

To gain a basic understanding of music business systems, careers, practices, ownership (copyright), marketing and applicable contracts. An overview of the music industry including song writing, live performance, the record industry, music merchandising, contracts and licenses, and career opportunities

## **Student Learning Outcomes**

1. The student will gain a basic knowledge and understanding of the organization and management many systems of the music industry
2. The student will improve word processing and computer skills
3. The student will present an oral semester report, integrating skills learned in this class
4. The student will have a basic understanding of music copyright

## **Learning Objectives**

Students will:

1. Briefly examine an historical overview of the business of music and it's evolving technologies
2. Look at the music business as a system and how music earns profits
3. Examine the craft and business of songwriting and how publishers market songs
4. Review the essential music aspects of the U.S. Copyright Law
5. Examine the roles of agents, managers, attorneys and others as they serve performing artists
6. Review the basic contracts that are used in the recording industry
7. Examine the unions and guilds that serve the music industry
8. Examine the process of record production
9. Review the system of concert production
10. Discuss career options in the music industry
11. Basic understand of music marketing and promotions

Unit exams will be given approximately 4 weeks apart. A study guide will be available on the Chris Williams Learning Web site prior to each exam.

Note: if you believe that you might need extra time for tests or need some special help in class, please call the ADA Office at 713/718-5708. Your ADA reference must be current.

## **Instructor Requirements**

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

## **Course Grading Criteria (% of final grade)**

Daily attendance, participation = 10%

8 Best Quizzes = 25%

Unit exams 1-3 , 30% each = 5%

2 Concert reviews, 5 each = 10%

1 Book/Group Project Review = 25%

Oral reports, outlined and presented to class = 5%

Final Exam (Exam 4) = 20%

(Final Exam Exempt with a 95% Average)

3 points added to final average for active participation in MEISA Student Organization)  
Grading percentile: the official HCC grading rubric is as follows:

A- 90–100 percent  
B- 80–89 percent  
C- 70–79 percent  
D- 60–69 percent  
E- Below 60 percent

A- Exceptionally fine work; superior in presentation, visual observation, comprehension and participation  
B- Above average work; superior in one or two areas  
C- Average work; good, unexceptional participation  
D- Below average work; noticeably weak with minimal participation Clearly deficient in presentation, style and content with a lack of participation

## 16 WEEK READING ASSIGNMENT AND COURSE PLANNING CALENDAR

All Reading assignments are from the Baskerville text. Missed quizzes are not made up. Missed examinations must be made up.

### **WEEK 1**

**Jan. 16 Holiday- MLK Birthday**  
**Jan. 18 Closed due to Weather**

### **WEEK 2**

**Jan. 22 Class Introduction**  
**Jan. 24 Chapter 1: Overture**

### **WEEK 3**

**Jan. 29 Chapter 2: Digital Millennium**  
**Jan. 31 Chapter 2: Digital Millennium (cont.)**

### **WEEK 4**

**Feb. 5 Chapter 3: Music Business System**  
**Feb. 7 Chapter 4: Music Copyright**

### **1st HW Assignment**

*Chapter 1-3 Discussion Questions Due on Feb 5.*

**WEEK 5**

**Feb. 12 Chapter 4: Music Copyright (Cont)**

**Feb. 14 Chapter 4: Music Copyright cont and/or Quiz 1**

*2nd HW Assignment Chapter 4 Discussion Questions due Feb. 14*

**WEEK 6**

**Feb. 21 Exam 1 Review**

**Feb. 26 Exam 1 Chapters 1-4**

**WEEK 7**

**Feb. 26 Chapter 5: Music Professional Songwriting**

**Feb. 28 Chapter 6: Music Publishing**

**WEEK 8**

**Mar. 5 – Chapter 7: Licensing**

**Mar. 7 – Chapter 7: Licensing (cont)**

*3rd HW Assignment: Chapter 5-7 Discussion Questions due*

**WEEK 9 Spring Break**

**WEEK 10**

**Mar. 19 - Chapter 8: Agents, Managers & Attorney's**

**Mar. 21 – Chapter 9: Artist Management**

**WEEK 11**

**Mar. 26 – Chapter 11: Record Labels**

**Mar. 28 – Chapter 12: Artist Recording Contacts**

*4th HW Assignment: Chapter 9-12 Discussion Questions due on Mar. 28*

**WEEK 12**

**Apr. 2 – Exam 2 Review**

**Apr. 4 – Exam 2 Chapters 7-12**

**WEEK 13**

**Apr. 9 – Chapter 13: Record Production**

**Apr. 11 – Chapter 14: Record Label Marketing & Distribution**

**WEEK 14**

**Apr. 16 - Chapter 16: Concert Production**

**Apr. 23 - Chapter 17: Concert Venue**

## **WEEK 15**

**Apr. 25 – Chapter 20: Music in TV and Video; Chapter 15: Marketplace Research**

**Apr. 30 – Review for Final 5th HW Assignment: Chapter 13-17,20 Discussion**

*Questions due on Mar. 28*

## **WEEK 16**

**May 2 – Presentations**

**May 7 – Final Exam**

### **HCC Policy Statement - ADA**

#### Services to Students with Disabilities

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/district/students/disability-services/>

Students who require reasonable accommodations for disabilities are encouraged to report to The Disability Support Service Office at Spring Branch Campus, 713-718-5697, to make necessary arrangements. Faculty are only authorized to provide accommodations by the Disability Support Service Office

### **HCC Policy Statement: Sexual Misconduct**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status-in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross  
Director EEO/Compliance  
Office of Institutional Equity & Diversity  
3100 Main  
(713) 718-8271  
Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)

## **Title IX**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status-in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

## **Basic Needs**

Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for support. Furthermore, please notify the professor if you are comfortable in doing so.

## **Campus Carry**

At HCC the safety of our students, staff, and faculty is our first priority. As of August 1, 2017, Houston Community College is subject to the Campus Carry Law (SB11 2015). For more information, visit the HCC Campus Carry web page at <http://www.hccs.edu/district/departments/police/campus-carry/>.

## **HCC Online and/or Continuing Education Policies**

Access HCC Online Policies on their Web site:

All students are responsible for reading and understanding the HCC Online Student Handbook, which contains policies, information about conduct, and other important information. For the HCC Online Student Handbook click on the link below or go to the HCC Online page on the HCC website.

The HCC Online Student Handbook contains policies and procedures unique to the online student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as HCC Online contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the HCC Online Student Handbook by visiting this link: <http://www.hccs.edu/media/houston-community-college/distance-education/student-services/HCC-Online-Student-Handbook.pdf>

Access CE Policies on their Web site:  
<http://www.hccs.edu/continuing-education/>

## **HCC Policy Statement: Academic Honesty**

A student who is academically dishonest is, by definition, not showing that the coursework has been learned, and that student is claiming an advantage not available to other students. The instructor is responsible for measuring each student's individual achievements and also for ensuring that all students compete on a level playing field. Thus, in our system, the instructor College's Policy on Academic Honesty, found in the catalog. What that means is: If you are charged with an offense, pleading ignorance of the rules will not help you. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. "Scholastic dishonesty": includes, but is not limited to, cheating on a test, plagiarism, and collusion.

### **Cheating on a test includes:**

- Copying from another students' test paper;
- Using materials not authorized by the person giving the test;
- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Collusion means the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook)

## **HCC Policy Statements**

**Class Attendance** - It is important that you come to class! Attending class regularly is the best way to succeed in this class. Research has shown that the single most important factor in student success is attendance. Simply put, going to class greatly increases your ability to succeed. You are expected to attend all lecture and labs regularly. You are responsible for materials covered during your absences. Class attendance is checked daily.

Although it is your responsibility to drop a course for nonattendance, the instructor has the authority to drop you for excessive absences. If you are not attending class, you are not learning the information. As the information that is discussed in class is important for your career, students may be dropped from a course after accumulating absences in excess of 12.5% hours excessive tardiness or leaving class early. You may decide NOT to come to class for whatever reason. As an adult making the decision not to attend, you do not have to notify the instructor prior to missing a class. However, if this happens too many times, you may suddenly find that

you have “lost” the class. Poor attendance records tend to correlate with poor grades. If you miss any class, including the first week, you are responsible for all material missed. It is a good idea to find a friend or a buddy in class who would be willing to share class notes or discussion or be able to hand in paper if you unavoidably miss a class. Class attendance equals class success.

### **HCC Course Withdrawal Policy**

If you feel that you cannot complete this course, you will need to withdraw from the course prior to the final date of withdrawal. Before, you withdraw from your course; please take the time to meet with the instructor to discuss why you feel it is necessary to do so. The instructor may be able to provide you with suggestions that would enable you to complete the course. Your success is very important. Beginning in fall 2007, the Texas Legislature passed a law limiting first time entering freshmen to no more than SIX total course withdrawals throughout their educational career in obtaining a certificate and/or degree.

To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor may “alert” you and HCC counselors that you might fail a class because of excessive absences and/or poor academic performance. It is your responsibility to visit with your professor or a counselor to learn about what, if any, HCC interventions might be available to assist you – online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

If you plan on withdrawing from your class, you MUST contact a HCC counselor or your professor prior to withdrawing (dropping) the class for approval and this must be done PRIOR to the withdrawal deadline to receive a “W” on your transcript. \*\*Final withdrawal deadlines vary each semester and/or depending on class length, please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. Remember to allow a 24-hour response time when communicating via email and/or telephone with a professor and/or counselor. Do not submit a request to discuss withdrawal options less than a day before the deadline. If you do not withdraw before the deadline, you will receive the grade that you are making in the class as your final grade.

### **Repeat Course Fee**

The State of Texas encourages students to complete college without having to repeat failed classes. To increase student success, students who repeat the same course more than twice, are required to pay extra tuition. The purpose of this extra tuition fee is to encourage students to pass their courses and to graduate. Effective fall 2006, HCC will charge a higher tuition rate to students registering the third or subsequent time for a course. If you are considering course withdrawal because you are not earning passing grades, confer with your instructor/counselor as early as possible about your study habits, reading and writing homework, test taking skills, attendance, course participation, and opportunities for tutoring or other assistance that might be available.

### **Classroom Behavior**



As your instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Your instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist your instructor achieve this critical goal.

### **Use of Camera and/or Recording Devices**

As a student active in the learning community of this course, it is your responsibility to be respectful of the learning atmosphere in your classroom. To show respect of your fellow students and instructor, you will turn off your phone and other electronic devices, and will not use these devices in the classroom unless you receive permission from the instructor. Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations

### **Evaluate your professors online**

HCC has implemented a new online teaching assessment survey for students to evaluate course professors. EGLS3 is now available. Through the EGLS3 survey, students will be able to assess teaching effectiveness. This is your opportunity to be heard. Starting (date to be announced) go to [hccs.edu/EGLS3](http://hccs.edu/EGLS3) to take the survey and evaluate your instructors