New Course Request

Check Appropriate Boxes: Undergraduate credit [✓] Graduate credit [ ] Professional credit [ ]

1. School/Division: Visual and Performing Arts
2. Academic Subject Code: MUS
3. Course Number: A300 (must be cleared with University Enrollment Services)
4. Instructor: Gallagher
5. Course Title: The Business of Music

Recommended Abbreviation (Optional): (Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2012

7. Credit Hours: Fixed at 3 or Variable from _________ to _________

8. Is this course to be graded S-P (only)? Yes [ ] No [X]

9. Is variable title approval being requested? Yes [ ] No [X]

10. Course description (not to exceed 50 words) for Bulletin publication: Cr: 3 P: Permission of Instructor. Focus on the history of the music business and current practice in the music industry. Topics include organization and operation of record labels, record deals and contracts, recording and studios, copyright and performance rights, music publishing, unions, agents and managers, touring and concerts, merchandising, website design, and distribution and promotion.

11. Lecture Contact Hours: Fixed at 3 or Variable from _________ to _________

12. Non-Lecture Contact Hours: Fixed at _________ or Variable from _________ to _________

13. Estimated enrollment: 10 of which 0 percent are expected to be graduate students.

14. Frequency of scheduling: Fall Even Will this course be required for majors? Yes - see below *

15. Justification for new course: To support Music and Outside Field: Technology *Required of these majors only

16. Are the necessary reading materials currently available in the appropriate library? Yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

[Signature]

Date: 9-3-11

Approved by:

[Signature]

Date: 5-26-11

Date Department Chairman/Division Director

Date Chancellor/Vice-President

Date University Enrollment Services

Dean of Graduate School (when required)

Date

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

University Enrollment Services Finish-White, Chancellor/Vice-President-Blue, School/Division-Yellow, Department/Division-Pink, University Enrollment Services Advance-White
OVERVIEW: The Business of Music will focus on the history of the music business and common practice in the music industry of today. Encompassing discussions of the production, marketing, and sales of classical, pop, jazz, and other music styles, there will be an emphasis on practical, real-world, applicable information presented through lecture and presentations. An exploration of current practices in music business taught through lectures, discussion, visits to recording studios, and through presentations by guest lecturers who are active professionals in the industry.

COURSE DESCRIPTION

Cr. 3. P: Permission of Instructor. Focus on the history of the music business and current common practice in the music industry. Topics covered include organization and operation of record labels, record deals and contracts, recording and studios, copyright and performance rights, music publishing, unions, agents and managers, touring and concerts, merchandising, website design, distribution and promotion.

LEARNING OUTCOMES:

- Students will demonstrate an understanding of how the current music industry evolved and current practices in that industry.
- Students will demonstrate an understanding of the process of recording, producing, publishing, promoting, marketing, as well as the performance aspects of music.
- Students will demonstrate the ability to create a website and to use social media for marketing and promotion.

REQUIRED MATERIALS:


EVALUATION:

Students will be graded through testing including a mid-term exam and comprehensive final exam; evaluation of a sample business plan, marketing plan and web-site projects.