

COURSE SYLLABUS

MUSB 1305 (3:3:0)

**Survey of the Music Business**

Creative Arts Department

Technical Education Division

Levelland Campus

SOUTH PLAINS COLLEGE

**COURSE TITLE:** MUSB 1305 Survey of the Music Business  
**INSTRUCTOR:** John Reid  
**OFFICE LOCATION:** CA140  
**PHONE/E-MAIL:** 894-9611 #2476 [jreid@southplainscollege.edu](mailto:jreid@southplainscollege.edu) or 806-716-2476  
**OFFICE HOURS:** As Posted and by Appointment

SOUTH PLAINS COLLEGE IMPROVES EACH STUDENT’S LIFE

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I. GENERAL COURSE INFORMATION

- A. Course Description: An overview of the music industry including an introduction to making money writing songs, publishing, , the record industry, contracts and licenses, copyright law, unions and guilds, and career opportunities.
- B. Course Learning Outcomes: The student will demonstrate basic music industry principles to include copyright, publishing, and performance rights; explain the business of live performance to include artist management, unions and guilds, entertainment agencies, venues; identify the record industry systems from record producers, recording studios, manufacturing production, and distribution companies; summarize the use of contracts and licenses in the music industry; and explore career opportunities in the music industry.
- C. Course Competencies: Upon successful completion of this course, each student will have demonstrated through examinations and course work, a competent understanding of:
- The fundamentals of earning money with songs you’ve written, and getting them published
  - The basic business principles as they apply to the music business
  - The basic principles of record deals and contracts
  - The fundamentals of copyright law
  - The fundamentals of licensing
  - The flow of money through the music business system
- D. Academic Integrity: As stated in the General Catalog - “As it is the aim of the faculty of South Plains College to foster a spirit of complete *honesty* and a high standard of *integrity*, the attempt of any student to present as his or her own work that which he or she has not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly suspension.

Scans and Foundation Skills:

SCAN COMPETENCIES: C-1, 2, 6,10, 15.

FOUNDATION SKILLS: F-1, 2, 5, 8, 16, 17.

- E. Verification of Workplace Competencies: Successful completion of this course will equip the student with many of the skills necessary to complete part of the capstone experience presented at the end of the second semester of study for certificate candidates and at the end of the fourth semester of study for degree candidates.

II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS

A. Required textbook: Music Business Handbook and Career Guide, by David Baskerville, 13<sup>th</sup>. Edition. ISBN 9 781071 854211. Book can be purchased or rented from the SPC Bookstore or an E book version is available from Sage Publishing’s web site.

B. Grading Procedures / Policy / Methods of Evaluation: Regular weekly assignments are due on specified dates and grades given. **Points will be deducted from grades on late work.** Exams must be taken at the scheduled times. Exams will not be re-opened once they have been missed. Students will receive two attempts on all tests taken online with the exception of the final exam. Students will be given specific opening and closing dates for all exams prior to them opening.

ATTENDANCE POLICY

Students are expected to attend all classes in order to be successful in the course. A student will be administratively withdrawn from the course when absences become excessive. The number of acceptable absences shall not exceed 6. When/if that number of absences is reached, the student will be administratively withdrawn from the class with a grade of W or F, at the instructor’s discretion.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student’s responsibility to complete work missed within a reasonable period of time as determined by the instructor. If you are sick, don’t come to class. Also, letting the instructor know of an absence in advance is always appreciated.

All grading is based on a one-hundred-point scale:

100-90	=	A
89-80	=	B
79-70	=	C
69-60	=	D
59 - 0	=	F

Our regular class routine will go as follows. We will be using Blackboard Learn 9 software to complete and turn in all course work. There is a reading assignment, an open book assignment, and writing out definitions to key terms at the end of each chapter. At the completion of this work, it will be submitted for grading through the Blackboard program. Due dates accompany each assignment. As stated above, points will be deducted for late work.

It is mandatory that students have access to a copy of the text specified for this course. They are also expected to bring it to class every time the class meets. Students are also expected to bring other materials with them that might be needed such as something to write with and on, and also a laptop computer or other device that allows internet access.

- III. ACCOMODATIONS: South Plains College strives to accommodate the individual needs of all students in order to enhance their opportunities for success in the context of a comprehensive community college setting. It is the policy of South Plains College to offer all educational and employment opportunities without regard to race, color, national origin, religion, gender, disability or age (SPC Equal Opportunity Policy--General Catalog). acceptable documentation of his/her disability. For more information, call or visit the Disability Services Office at, Reese Center Building 8, 806-716-4675.
- IV. Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

#### V. Updated Covid policy

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or test for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEte Edens, BSN, RN, Associate Director of Health & Wellness, at [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu) or 806-716-2376. Proof of a positive test is required. A home test is sufficient but students must submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be

emailed to DeEtte Edens, BSN, RN at [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu).

A student is clear to return to class without further assessment from DeEtte Edens, BSN, RN if they have completed the 5-day isolation period, symptoms have improved, and they are without fever for 24 hours without the use of fever-reducing medication.

Students must communicate with DeEtte Edens, BSN, RN prior to their return date if still symptomatic at the end of the 5-day isolation.

### SPC Inclusive Access Syllabus Statement

*Instructors are free to insert their course-specific textbook and resource requirements in place of the generic “textbook and resources” referenced below.*

#### **Inclusive Access:**

- **Textbook:** The textbook and resources for this course are available in digital format through the Inclusive Access textbook program at South Plains College. That means the e-book edition of the textbook and/or all required resources are provided to students through Blackboard from the first day of class. The fee for the e-book/resources is the lowest price available from the publisher and bookstore and is included in the student tuition/fee payment. Therefore, students do not have to purchase a separate textbook or access card for this course.
- **E-book features:** Access to a cloud-based e-reader is provided by RedShelf via Blackboard. RedShelf e-book features include the ability to hear the text read aloud, highlight, take notes, create flash cards, see word definitions, build study guides, print select pages, and download up to 20% of the book for offline access. Visit <https://solve.redshelf.com/hc/en-us/requests/new> for e-book issues and support.
- **Opting out of Inclusive Access:** As long as they meet the opt-out deadline, students may choose not to participate in the Inclusive Access program if they have a textbook from another source. Students should check with the instructor for advice before deciding to opt out because Inclusive Access is the cheapest option for most students. Students should also find out whether course work is required in an online platform like *Mindtap* or *Connect*. If so, students who opt out would be required to purchase access to that platform in addition to acquiring the e-book on their own. To opt out of the Inclusive Access e-book/resources, students need to email [tfewell4texasbookcompany@gmail.com](mailto:tfewell4texasbookcompany@gmail.com) before the census date. Students must include their first name, last name, student ID number, and the course they are opting out of in the email. Once students have been opted out of Inclusive Access, they will receive a confirmation email. Students who need assistance to opt out should contact the SPC Bookstore. **The Inclusive Access fee will be refunded to students who opt out before the census date for their term of enrollment. The census date for fall and spring is the twelfth class day. The census date for shorter terms varies between the second and third class day.**

## SCANS COMPETENCIES

### RESOURCES - Identifies, organizes, plans and allocates resources.

- C-1 A TIME –Selects goal – relevant activity, ranks them allocates time, and prepares and follows schedules.  
C-2 MONEY - Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments  
to meet objectives  
C-3 MATERIALS & FACILITIES - Acquires, stores, allocates, and uses materials or space  
efficiently.  
C-4 HUMAN RESOURCES – Assesses skills and distributes work accordingly, evaluates performances and provides feedback

### INFORMATION – Acquires

#### and Uses Information

- C-5 Acquires and  
evaluates information.  
Organizes and maintains information  
C-6 Interprets and communicates information.  
C-7 Uses computers to Process information.

### INTERPERSONAL - Works with others

- C-8 Participates as members of a team and  
contributes to group effort.  
C-9 Teaches others new skills  
C-11 Serves clients/customers – works to satisfy customer’s expectations  
C-12 Exercises leadership – communicates ideas to justify position, persuades and convinces others, responsibly  
challenges existing procedures and policies  
C-13 Negotiates – Works toward agreements involving exchanges of resources  
resolves divergent interests  
C-14 Works with Diversity – Works well with men and women from diverse  
backgrounds

### SYSTEMS – Understands Complex Interrelationships

- C-15 Understands Systems – Knows how social, organizational, and technological systems work and operates effectively with  
them  
C-16 Monitors and Correct Performance – Distinguishes trends, predicts impacts on system operations, diagnoses  
systems performance and corrects malfunctions  
C-17 Improves or Designs Systems – Suggests modifications to existing systems and develops new or alternative  
systems to improve performance

### TECHNOLOGY – Works with a variety of technologies

- C-18 Selects Technology- Chooses procedures, tools, or equipment including computers and related technologies  
C-19 Applies Technology to Task-Understands overall intent and proper procedures for setup and operation of equipment  
C-20 Maintains and Troubleshoots Equipment – Prevents, identifies, or solves problems with equipment, including  
computers and other technologies.

## FOUNDATION SKILLS

### BASIC SKILLS – Reads, writes, performs arithmetic and mathematical operations, listens, speaks

- F-1 Reading – locates, understands, and interprets written information in prose and in documents such as manuals,  
graphs, and schedules  
F-2 Writing – Communicates thoughts, ideas, information and messages in writing, and creates documents such as letters, directions, manuals,  
reports, graphs, and flow charts  
F-3 Arithmetic – Performs basic computations, uses basic numerical concepts such as whole numbers, etc.  
F-4 Mathematics – Approaches practical problems by choosing appropriately from a variety of mathematical  
techniques  
F-5 Listening – Receives, attends to, interprets, and responds to verbal messages and other cues  
F-6 Speaking – Organizes ideas and communicates orally

**THINKING SKILLS – Thinks creatively, makes decisions, solves problems, visualizes, and knows how**

**to learn and reason**

F-7 Creative Thinking – Generates new ideas

F-8 Decision Making – Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses the best alternative

F-9 Problem Solving – Recognizes problems and devises and implements plan of action

F-10 Seeing Things in the Mind's Eye – Organizes and processes symbols, pictures, graphs, objects and other information

F-11 Knowing How to Learn – Uses efficient learning techniques to acquire and apply new knowledge and skills

F-12 Reasoning – Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem

**PERSONAL QUALITIES – Displays responsibility, self-esteem, sociability, self-management,**

**integrity and honesty**

F-13 Responsibility – Exerts a high level of effort and preservers towards goal attainment

F-14 Self-Esteem - Believes in own self-worth and maintains a positive view of self

F-15 Sociability – Demonstrates understanding, friendliness, adaptability, empathy, and

F-16 politeness in group settings

- Self-Management – Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control

F-17 Integrity/Honesty – Chooses ethical courses of action.



