

II. Catalog Description

Prerequisite for this course is MUSC 111 Music Theory I or instructor permission.

The course provides an in-depth view of the music publishing licensing fields. Topics covered include the history of music publishing, copyrights, publishing contracts, licensing, songwriter deals, registration of musical work, royalty collection, and revenue streams. The diversification of modern digital media has revolutionized the field of commercial music, and this course will prepare students to negotiate the rapidly changing publishing world.

III. Statement of Course Need

A. Knowledge of the business aspects of the music industry is a necessity for composers and music producers. Most music production programs at 4-year schools require courses in the business aspects of music, including the rapidly diversifying music publishing industry.

B. This course does not have lab component.

C. Course transferability:

1. This course generally transfers as a music production requirement.
2. This course generally transfers as a music production elective.

IV. Place of Course in College Curriculum

A. Free Elective

B. This course meets a program requirement for the Music, Production option in Music, Associate of Fine Arts

C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Introduction to and History of Music Publishing Industry
- B. Financial structure of the music publishing industry
- C. Modern digital media and markets
- D. Starting a small business
- E. Networking and teambuilding
- F. Fundamentals of marketing
- G. Generating revenue
- H. Licensing and securing rights
- I. Protecting and defending copyright

VI. A. Course Learning Outcomes:

Students will be able to:

1. Demonstrate an understanding of the history and structure of the publishing industry. (GE-7)
2. Demonstrate an understanding of modern digital media and publishing markets
3. Demonstrate knowledge of the licensing process.
4. Copyright their creative work.
5. Identify and understand means to generate income in the music industry.
6. Create a business plan for publishing and marketing music.

B. Assessment Instruments

1. research paper
2. projects
3. exams
4. presentations
5. discussion questions
6. reading quizzes
7. class participation
8. response papers

VII. Grade Determinants

- A. essays
- B. projects
- C. tests
- D. presentations

Formats, modes, and methods that may be used for teaching and learning:

- A. lecture/discussion
- B. small-group work
- C. guest speakers
- D. student oral presentations
- E. student collaboration

VIII. Texts and Materials

- A. Text, such as *Making Music Make Money* by Eric Beale (Berklee Press, 2022)
ISBN: 9780876392102
- B. primary sources
- C. interviews
- D. student writing
- E. audio sources
- F. web sources
- G. other computer-based sources

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

Modern classroom with teacher computer, ethernet or WIFI connection and projector.

X. Check One: Honors Course Honors Options N/A