

Nashville State Community College
English, Humanities and Creative Technologies
Music Technology

Fall 2019 Master Course Syllabus

MST 1210 – The Business of Music

(This master course syllabus template is a general guide for providing an overview of each course offered at Nashville State. Each instructor will further clarify specific criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her individual course syllabus. Prompts for individual adaptations are italicized and in parentheses; faculty should remove or replace these prompts when creating master syllabi and their own individual syllabi if they have not been removed previously.)

Course Information:

Course Title: The Business of Music

Credits: 3

Class Hours: 3

Course Description:

An introduction to computer-based music and audio production. Topics include digital audio workstation technology, system setup, sound design, music editing, production techniques, and mix automation.

Not part of a Tennessee Transfer Pathway

Instructor Information:

Name:

Email:

Office Phone:

Office Location:

Office Hours:

Required Textbook(s) & Other Materials:

Textbook(s): All You Need to Know About the Music Business 10th Edition, Simon & Schuster, (D. Passman)

ISBN: 9781501122187

Supplies:

Course Outcomes:

Upon successful completion of this course, students should be able to:

1. Demonstrate communication and presentation skills appropriate to the music and recording industries.

2. Locate and utilize music business related resources.
3. Exercise professional and ethical standards.
4. Demonstrate the proper use of terminology used in the music business.
5. Describe the roles and duties of music industry professionals.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

1. Describe the roles and duties of team members including personal managers, business managers, lawyers, and agents.
2. Explain the common compensation practices of team members including personal managers, business managers, lawyers, and agents.
3. Identify potential conflicts of interest when selecting team members.
4. Demonstrate effective negotiation strategies when selecting team members.
5. Formulate a list of important questions to be asked when interviewing prospective team members.
6. Describe the structure and divisions of major, mini-major, and independent record labels.
7. Articulate the contractual definition of a record.
8. Differentiate master and demo recordings.
9. Communicate the common distribution of record royalties.
10. Explain free goods and promotional copies how they impact an artist's earnings.
11. Describe reserves and return privileges and the impact they have on royalties.
12. Explain advance and recoup practices common to the recording industry.
13. Explain cross collateralization.
14. Explain risk of loss.
15. Demonstrate the ability to calculate basic costs, expenses, and profit/loss of hypothetical record releases.
16. Describe the factors that help an artist develop leverage when negotiating a record deal.
17. List commonly agreed to royalty rates.
18. Define all-in and co-venture deals.
19. List the contractual protections a recording artist should request when negotiating a record deal.
20. Define the roles and duties of production team members.
21. List the various distribution methods common to the Recording Industry.
22. Explain the standard practices of collecting foreign royalties.
23. Describe the impact of new technologies on the Recording Industry.
24. Generate professional quality electronic and other communications,
25. Participate competently and cooperatively in role-play activities as members of a management, promotion, and marketing team.
26. Conduct themselves ethically in business activities.

Topics to Be Covered:

1. Team Members
 - a. Personal Managers
 - b. Business Managers
 - c. Music Attorneys
 - d. Booking Agents
 - e. Fans

2. Songwriting & Music Publishing
 - a. Copyright
 - b. Songwriting
 - c. Music Publishing
 - d. Related sources of income
3. Record Deals & Operations
 - a. Record Labels
 - b. Recording Contracts
 - c. Royalty Calculations
 - d. Major labels vs. indie
4. Support Issues
 - a. Touring
 - b. New Media Marketing**

Grading Policy: quizzes 25% Mid-term 25% Final 50%

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

Turn in following week or e-mail assignment to teacher

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. Two consecutive unexcused absences will result in a letter grade reduction. Students are responsible for contacting the teacher if they are missing a class. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

Grading Scale:

Letter Grade	Percentage Range
A	90-100
B	80-89
C	70-79
D	60-69
F	0-59

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is

submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

Last Day to Earn F for Attendance (FA) - November 2

FN

An FN is awarded to students who never attended class.

Technology Statement

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

D2L/NS Online and myNSCC

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

(Each instructor will outline his/her expectations for academic integrity and provide individualized information about consequences for academic misconduct.)

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of

attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nscc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.