Nashville State Community College  
Business & Applied Arts Division  
Music Technology  

Master Course Syllabus

This master course syllabus is meant simply as a guide and overview of the course. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.

Course Title: MST-1210 The Business of Music  
Credits 3  
Class Hours 3  
Course description from catalog including prerequisites and co-requisites. An introduction to the music business. Topics include record companies, management, promotion, publicity, and radio. Career opportunities are discussed.  
Not part of a Tennessee Transfer Pathway

Instructor Information:  
Name:  
Email:  
Office Phone:  
Office Location:  
Office Hours:

Textbook and Other Materials:  

Reference Materials: Internet access outside of normal class hours may be required to complete some homework assignments and quiz activities. Students that do not have Internet access may need to schedule time in the college computer labs.

Supplies: TBD

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.
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.

The following are general education competencies intended to support the course outcomes:

Topics to Be Covered:
I. Team Members
   a. Personal Managers
   b. Business Managers
   c. Music Attorneys
   d. Booking Agents
   e. Fans
II. Songwriting & Music Publishing
   a. Copyright
b. Songwriting
c. Music Publishing
d. Related sources of income

III. Record Deals & Operations
   a. Record Labels
   b. Recording Contracts
   c. Royalty Calculations
   d. Major labels vs. indie

IV. Support Issues
   a. Touring
   b. New Media Marketing

Course Assessments:
The following performance assessments will be used to demonstrate students’ understanding, knowledge and skills:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>15%</td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Class participation, discussions, questions, &amp; assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Team participation and presentations</td>
<td>15%</td>
</tr>
<tr>
<td>Mid-term exam</td>
<td>15%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>15%</td>
</tr>
<tr>
<td>Individual Final Presentation</td>
<td>15%</td>
</tr>
</tbody>
</table>

Grading Policy

Grading Scale:
Grading 90= A, 80= B, 70= C, 60= D, 59= F
A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 0-59
FA (see below)
FN (see below)

Per TBR policy, a student who does not officially drop or withdraw from a course, but receives a failing grade, will receive an “FA” if the last day of attendance was earlier than two-thirds into the part-of-term. That date equates to the last day to withdraw from the course.

An FN is awarded to students who never attended class.

Late Work Policy & Make-up Procedures for Missed Assignments and Work:
Each instructor will provide policy.

Attendance Policy
A student is expected to attend all scheduled classes and laboratories. Absences in a course may affect a student’s final grade. 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.

**D2L Brightspace/NSOnline and myNSCC email**

It is the student’s responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

**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 Desire2Learn (D2L) course shells. Computers are available for student use at each campus during campus open hours.

**ADA Compliance Statement**

Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721.

**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 sanctions. The Nashville State Student Code of Conduct policy is available at https://s3.amazonaws.com/nscc.edu/PDFs/dean-students/Student_Code_of_Conduct_Policy.pdf

Please be aware that children are not allowed in class or unattended on campus.

**Academic Misconduct**

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and aiding by the Academic Misconduct Policy in the Nashville State Student Code of Conduct that can be found at https://s3.amazonaws.com/nscc.edu/PDFs/dean-students/Student_Code_of_Conduct_Policy.pdf

In addition to other possible disciplinary sanctions that may be imposed 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.

**Academic Early Warning System**

Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. *Please note that Early Warning Alerts do not affect a student’s academic standing.*
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://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 Policy
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.nscc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations.

When classes are cancelled, an online assignment will be posted in NS Online. Check NS Online for a message from your instructor regarding your online assignment requirements.

Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

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