



Syllabus

MUS 177 Introduction to Music Business

General Information

Date

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Author

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Department

Visual and Performing Arts

Course Prefix

MUS

Course Number

177

Course Title

Introduction to Music Business

Course Information

Credit Hours

1

Lecture Contact Hours

1

Lab Contact Hours

0

Other Contact Hours

0

Catalog Description

This course serves as an introduction to the dynamics of the music industry including intellectual property concerns, distribution and marketing, and how technical innovation affects the current business model

Prerequisites

None

Co-requisites

None

Grading Scheme

Letter

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality

Perseverance

Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Summarize how to protect the students' rights in a creative work
2. Explain basic legal concepts surrounding publishing, copyright, and licensing
3. Identify various revenue streams for creative works and predict possible future movement within the industry
4. Distinguish the various actors and their roles within the industry in order to develop a potential career path.

Program Affiliation

This course is required as a core program course in the following program
AS Music Recording Technology

Outline of Topics Covered

1. Introduction: history, the digital millennium, and overview of the music business system
2. Intellectual property and associated revenue streams (song writing, publishing, copyright, contracts, licensing, television, film, advertising)
3. Record labels and artist recording contracts