

## Course Syllabus

Course: **Music Business**: Merchandising and the Law

MUC 109, section 16155  
Glendale Community College  
Fall 2011 T Th 11:30am-12:45pm room MU2-151

Instructor: **Dr. Douglas Nottingham**

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website: <http://www.gccaz.edu/performingarts/12269.htm>

Office Hours: office CL-21 or lab MU1-105 (look for me in both)  
*office hours:* M 6-7pm W F 10-11:00 T Th 8:30-9:00 11:00-11:30.  
*Other hours by appointment.*

Supplemental materials/requirements:

personal recordings, loose-leaf notebook for handouts & notes,  
Internet access

### **Course Description:**

This course will attempt to cover, as time allows, the operation and scope of the music business and career opportunities therein. The course focus will be on music in the marketplace, songwriting, publishing, copyright procedures and business affairs, artist management, promotion, recording, and concert production.

### **Course Goals and Competencies:**

The following topics will be discussed, as time allows:

- art and musical aesthetics.
- what is involved in writing, recording, and promoting songs.
- the different aspects of music publishing.
- fundamental business practices.
- core concepts of marketing.
- contracts.
- copyright law.
- copyright forms.
- music licensing and the function of performing rights groups.
- the organization and function of unions.
- the relationships between artists, agents, managers, promoters, and attorneys.
- booking/producing performances, touring, and concert promotion.
- music merchandising.
- producing and releasing independent recordings.
- digital marketing.
- computer music/business applications.
- additional topics that arise from class discourse or guest speakers.

***Course content may deviate from the syllabus due to specific student needs and interests.***

**Attendance Policy:** READ THE FOLLOWING CAREFULLY: Students should be aware that class participation grades are based on class attendance and participation in discussions, focus groups, and other group projects. Because the most important aspect of this course is the in-class discussion and lectures, together with the fact that this is a class for developing professionals, **prompt attendance is imperative**. Tardies are equal to absences. Each student is allowed 2 absences without question or penalty. There is no distinction made between excused and unexcused absences. There is no need to contact the instructor prior to an absence. After 2 absences, an academic penalty of one letter grade for each subsequent absence will be assessed. Students who quit attending class and don't drop will receive a grade of "F". It is the responsibility of the student to drop the course if the need arises. **It is also the student's responsibility to sign in on the roster at each class- failure to do so results in an absence being recorded for that day.**

<b>Grading:</b>	Midterm exam-	200 points
	Final exam (cumulative)-	200 points
	Class participation-	100 points
	Homework and in-class assignments-	various points

**Classroom Environment:** Since attentive listening to the lectures and resultant discussions are major components of this course, and students have paid tuition for those privileges, **classroom disruptions of any kind will obviously not be tolerated**. Students who disrupt class in any way will be dropped from the course on the first offense, consult your student handbook or see the Dean of Student Life's office concerning your due process.

**Use professional decorum as your guide:**

- No unnecessary talking or whispering during discussions or presentations.
- Turn off cell phones- no "texting".**
- No electronic devices without instructor's approval.**
- Arrive on time and don't leave early; Try to use the restroom prior to class
- Treat peers, colleagues, your instructor and the facilities with respect.
- Celebrate the diverse beliefs, viewpoints, musical tastes and aesthetics of your classmates.
- No food or drinks allowed in MU2-151 (sealed water is ok).**

**Objectionable content notice:** Given the diverse background of the students in the class, the popular music that is used as listening content for the course, and the tendency of modern artists to express themselves in the vernacular, some students may find some of the course material objectionable (language, violence, sexual content, religious and political viewpoints, nudity, passionate self-expression, etc.). Students uncomfortable with such content might need to consider whether or not they should enroll in this particular course.

**Academic Fraud:** Students are expected to turn in their own work. Any student accused of cheating will receive a grade of "F" for the semester. Students have the right to due process. Consult your student handbook for details.

**Questions/Complaints/Accommodations:** If you have any questions regarding this syllabus or course, are experiencing difficulty related to the course, or need to register a concern or complaint, *please see the instructor*. If you have a disability that may have some impact on your work in class and for which you require accommodations, you need to notify the Disability Services and Resources office and the instructor.