

GRAYSON COLLEGE
MUSB 1305 – MUSIC BUSINESS

Course Syllabus – Spring 2020

Room: AC106

Tuesday / Thursday 1pm - 2:15pm

Face-to-Face course

Instructor Information

Dr. Joseph Lyszczarz

Email: lyszczarzj@grayson.edu

Office: AC 102

Office Hour: TBA or By Appointment

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

An overview of the music industry including songwriting, live performance, the record industry, music merchandising, contracts and licenses, and career opportunities.

Student Learning Outcomes

1. Explain basic music industry principles including copyright, publishing, and performance rights
2. Explain the business of live performance to include artist management, unions and guilds, entertainment agencies, venues, and concessions
3. Identify the record industry systems from record producers, recording studios, manufacturing production, and distribution companies
4. Identify those aspects of music relating to wholesale and retail merchandising and promotion of music products
5. Summarize the use of contracts and licenses in the music industry
6. Identify career opportunities in the music industry

Required Textbooks (ISBN # included) and Materials

David Baskerville and Tim Baskerville, Music Business Handbook and Career Guide 11th Edition,
ISBN#: 978-1-5063-0953-8

Notebook and writing utensils for note taking

Access to internet and canvas for online assignments, discussion, and research

Course Schedule

The schedule is subject to change with fair notice announced in class and posted as an announcement in your Canvas shell. Canvas should be checked frequently for additional information.

<i>Week</i>	<i>Date</i>	<i>Class Topics</i>	<i>Readings Due</i>
1	1/14 1/16	Overview of the Music Business/ The Digital Millennium (Chapter 1 & 2)	Due: Chapter 1 & 2 Reading
2	1/21 1/23	The Music Business System (Chapter 3)	Due: Chapter 3 Reading
3	1/28 1/30	Music Copyright (Chapter 4)	Due: Chapter 4 Reading
4	2/4 2/6	Review Test 1 – Chapters 1-4	Due: Chapter 5 Reading
5	2/11 2/13	Professional Songwriting (Chapter 5)	Due: Chapter 5 Reading
6	2/18 2/20	Music Publishing (Chapter 6)	Due: Chapter 6 Reading
7	2/25 2/27	Music Licensing (Chapter 7)	Due: Chapter 7 Reading Due: Project 1
8	3/3 3/5	Review Test 2 - Midterm Exam – Chapters 5-7	
Spring Break	3/10 3/12	Spring Break - No Class Spring Break - No Class	
9	3/17 3/19	Artist Management (Chapter 8 & 9)	Due: Chapter 8 & 9 Reading
10	3/24 3/26	Unions and Guilds (Chapter 10)	Due: Chapter 10 Reading
11	3/31 4/2	Record Labels and Contracts (Chapter 11 & 12)	Due: Chapter 11 & 12 Reading
12	4/7 4/9	REVIEW Test 3 – Chapters 8-13	
13	4/14 4/16	Concert Production (Chapter 16)	Due: Read Chapter 16
14	4/21 4/23	The Entrepreneurial Musician (Chapter 26 & 27)	Due: Read Chapter 26 & 27
15	4/28 4/30	Career Options (Chapter 28) Review for Final	Due: Chapter 28 Reading Due: Project 2
16	5/5 5/7	Test 4 – Final Exam – Chapters 16, 26-28	

In case of inclement weather, emergency closings, or other unforeseen disruptions to scheduled classes, students must log onto their Canvas accounts for directions on where or how to continue their coursework.

Methods of Evaluation and Required Assignments

Grading

Attendance/Participation – 25%

Assignments/Quizzes - 15%

- Weekly Discussions/Readings
- Quizzes
- Supplemental Assignments and Activities

Projects: 20%

Tests – 40% (@10% each)

Grading Scheme

A = 100% - 89.5%

B = 89.4% - 79.5%

C = 79.4% - 69.5%

D = 69.4% - 59.5%

F = < 59.5%

Grades will be posted on canvas

Attendance/Participation: 25%

Your grade is determined by the number of classes you attended divided by the number of classes offered. You will be marked absent if you arrive 15 minutes late or if you leave early. Two late arrivals equal an absence.

If you are unable to make it to class, you must contact me via E-mail as soon as possible. Excused absences can only be granted at the discretion of the instructor for illness or similar conflicts; granting them requires reasonable advanced notice.

Participation includes participating in classroom discussions, reading of assigned textbook passages, and general engagement and preparation of course material.

Assignments/Quizzes: 20%

Each week, coordinated with the weekly reading, an assignment will be given designed to extend concepts discussed in class and the reading, or to test comprehension of material. These may take the following forms:

- Online Quiz completed on canvas
- Worksheet/Quiz to turn in
- Online Discussion Board
- Short Essay or free response

Projects: 20%

Two research projects given, designed to encourage a deeper dive into the course material.

Tests: 40% (10% + 10% + 10% + 10%)

Tests are administered in class on dates and content specified.

Course & Instructor Policies

There are no make-ups for late homework, missed quizzes or tests!

The only exception being extenuating circumstances, which must be communicated clearly and verified ahead of time.

Student Conduct & Discipline

1. Leave outside conflicts at the door.
2. Bring a good attitude and hard work ethic to class every day.
3. Respect everyone; we are all equals. Gossip and disrespectful comments hurt the class.
4. Music Business should be just as important as your other classes. Remember ...you chose to be here.
5. At no time will a student be allowed to sleep, lay his or her head down during lecture, or interrupt the flow of the class through casual chatting or other disruptive behavior.
6. Cell phones are to be silenced and left alone during class time. No Texting!
7. No eating or drinking in class / the studio.
8. At any time, the instructor has the authority to ask a student to leave the classroom for any infraction of the above and this expulsion will be treated as an absence for that particular class.

Student Responsibility

You have already made the decision to go to college; now the follow-up decisions on whether to commit to doing the work could very well determine whether you end up working at a good paying job in a field you enjoy or working at minimum wage for the rest of your life. Education involves a partnership that requires both students and instructors to do their parts. By entering into this partnership, you have a responsibility to show up for class, do the assignments and reading, be engaged and pay attention in class, follow directions, and put your best effort into it. You will get out of your experience here exactly what you put into it – nothing more and nothing less.

Late Work Policy:

Late work is frowned upon. For every day an assignment is late, you will be deducted one letter grade from the maximum possible points for the assignment.

Attendance

Academic success is closely associated with regular classroom attendance and course participation. All successful students, whether on campus or online, are expected to be highly self-motivated. All students are required to participate in courses regularly and are obliged to participate in class activities and complete and submit assignments following their professors' instructions. Students taking courses during compressed semester time frames such as mini-mester, summer sessions, and mid-semester should plan to spend significantly more time per week on the course. Responsibility for work missed because of illness or school business is placed upon the student. More than two (2) absences are considered to be excessive. In addition, students' eligibility to receive financial aid or live in a College dormitory can be affected by withdrawal from courses. When withdrawal occurs, any tuition refund would be made in accordance with state regulations.

Academic Integrity

Plagiarism is a form of scholastic dishonesty involving the theft of or fraudulent representation of someone else's ideas or words as the student's original work. Plagiarism can be intentional/deliberate or unintentional/accidental. Unintentional/Accidental plagiarism may include *minor* instances where an attempt to acknowledge the source exists but is incorrect or insufficient.

Deliberate/Intentional plagiarism violates a student's academic integrity and exists in the following forms:

- Turning in someone else's work as the student's own (such as buying a paper and submitting it, exchanging papers or collaborating on a paper with someone else without permission, or paying someone else to write or translate a paper),
- Recycling in whole or in part previously submitted or published work or concurrently submitting the same written work where the expectation for current original work exists, including agreeing to write or sell one's own work to someone else,
- Quoting or copy/pasting phrases of three words or more from someone else without citation,
- Paraphrasing ideas without citation or paraphrasing incompletely, with or without correct citation, where the material too closely matches the wording or structure of the original,
- Submitting an assignment with a majority of quoted or paraphrased material from other sources, even if correctly cited, when original work from the student is expected,
- Copying images or media and inserting them into a presentation or video without citation,
- Using copyrighted soundtracks or video and inserting them into a presentation or video without citation,
- Giving incorrect or nonexistent source information or inventing source information,
- Performing a copyrighted piece of music in a public setting without permission,
- Composing music based heavily on someone else's musical composition.

Please refer to your course syllabus. Infractions may result in disciplinary options on behalf of the faculty member and/or dean.

Any assignment containing plagiarized content or otherwise infringing on academic honesty policy will be given a grade of 0%.

TITLE IX

GC policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status.

Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment and retaliation.

For more information on Title IX, please contact:

Dr. Regina Organ, Title IX Coordinator (903-463-8714)

Mr. Brad Bankhead, Title IX Deputy Coordinator- South Campus (903) 415-2601

Mr. Mike McBrayer, Title IX Deputy Coordinator (903) 463-8753

Website: <http://www.grayson.edu/campus-life/campus-police/title-ix-policies.html>

GC Police Department: (903) 463-8777- Main Campus) (903) 415-2501 - South Campus)

GC Counseling Center: (903) 463-8730

For Any On-campus Emergencies: 911

Grayson College campus-wide student policies may be found on our Current Student Page on our website: <http://grayson.edu/current-students/index.html>

Grayson College is not responsible for illness/injury that occurs during the normal course of classroom/lab/clinical experiences.

These descriptions and timelines are subject to change at the discretion of the Professor. The instructor reserves the right to make adjustments to course policies as he sees fit, on a case-by-case basis.