

MUSC 190: CAREER OPPORTUNITIES IN THE MUSIC ENTERTAINMENT INDUSTRY

Citrus College Course Outline of Record

| Heading | Value |
|-------------------------------|-----------------|
| Effective Term: | Spring 2024 |
| Credits: | 3 |
| Total Contact Hours: | 54 |
| Lecture Hours : | 54 |
| Lab Hours: | 0 |
| Hours Arranged: | 0 |
| Outside of Class Hours: | 108 |
| Total Student Learning Hours: | 162 |
| Transferable to CSU: | Yes |
| Transferable to UC: | No |
| Grading Method: | Standard Letter |

Catalog Course Description

This is a class for students interested in the music entertainment industry. Practices and procedures of artists and performers, record companies, live performance and touring, publishing, management, promotion, artist, radio station, video, and retail sales will be examined. Emphasis will be on prominent guest lecturers from various fields. 54 lecture hours.

Course Objectives

- understand the structure, components, and trends of the music entertainment industry
- demonstrate the ability to assess and analyze characteristics and traits of the music entertainment industry
- understand characteristics and common denominators of success in the music entertainment industry as well as understanding skill and educational requirements for various career choices
- demonstrate understanding of music industry professionals and career options

Major Course Content

1. Basic Music Business Overview
 - a. Terms and vocabulary
 - b. Introduction to the music business structure
2. Artists And Performers
 - a. How musical artists prepare and succeed
 - b. Where the artist fits in the music business structure
 - c. How income is generated
 - d. Job opportunities for artists and performers
3. The Record Company
 - a. How a record company functions
 - b. Where the record company fits in the music business structure

- c. How income is generated
 - d. Job opportunities in a record company
4. The Publishing Company
 - a. How a publishing company functions
 - b. Where the publishing company fits in the music business structure
 - c. How income is generated
 - d. Job opportunities in a publishing company
 5. Artist Management And Agents
 - a. The relationship with the artist
 - b. How artist management fits into the music business structure
 - c. How income is generated
 - d. Job opportunities in artist management, agents and contracting
 6. Live Performance and Touring
 - a. How a live performance or tour is planned
 - b. The live performance in relation to the artist
 - c. How income is generated
 - d. Job opportunities in live performance and booking
 7. Promotion and Booking
 - a. Promotion of the artist
 - b. Coordination of promotion and booking with the music business structure
 - c. How income is generated
 - d. Job opportunities in promotion and booking
 8. Radio
 - a. How a radio station functions
 - b. Where the radio fits in the music business structure
 - c. How income is generated
 - d. Job opportunities in radio as it relates to music and careers specific to radio/recording industry
 9. Video and Film
 - a. Music and video: the relationships
 - b. Outline of audio and video production
 - c. How income is generated
 - d. Job opportunities in music video and film
 10. Retail and Corporate
 - a. How retail and sales fit in the music business structure
 - b. How income is generated
 - c. Job opportunities in music retail sales
 - d. Job opportunities in a corporate environment
 11. Music Law
 - a. Contracts, copyright, and ethical issues
 - b. Job opportunities in music law
 12. Music Education
 - a. Preparation
 - b. Job opportunities in music education

Suggested Reading Other Than Required Textbook

Handouts provided by Instructor, periodicals about/from the music industry

Examples of Required Writing Assignments

Essay about current events happening in the music industry, essay outlining possible career options in the music/entertainment field

Examples of Outside Assignments

Research about careers/technology advances in the music industry
Practice skills Read required materials Solve problems Write essay or reports about current events happening in the music industry

Instruction Type(s)

Lecture