

AUD 114 - INTRODUCTION TO MUSIC BUSINESS

Course Description

This course offers students an in-depth exploration into the multifaceted world of music business, providing a comprehensive understanding of its historical evolution, current structures, and future trends. Through a blend of theoretical study, practical applications, case analyses, and industry insights, students will navigate key components such as music publishing, record labels, artist management, digital transformation, licensing, marketing, and international markets. Group 2 course.

Credit Hours

2

Contact Hours

2

Lecture Hours

2

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct, Quantitative Reasoning

Course Learning Outcomes

Knowledge:

- Identify key terms, concepts, and stakeholders in the music industry, including record labels, publishing, and licensing.
- Describe different revenue streams available to musicians, such as streaming, live performances, and sync licensing.
- Explain the roles of copyright law, contracts, and intellectual property in the music business.

Application:

- Develop a basic business plan for a music project, including budgeting, marketing strategies, and revenue projections.
- Analyze and negotiate simple contract terms, such as those for artist management, recording, or publishing deals.
- Apply digital marketing techniques, including social media and analytics, to promote music projects effectively.

Integration:

- Integrate legal, financial, and marketing knowledge to create a sustainable career strategy in the music industry.
- Collaborate with peers on simulated projects, such as launching a single or organizing a live event, to gain practical experience.
- Synthesize industry trends with personal goals to determine the most effective pathways for success in the music business.

Human Dimension:

- Reflect on personal strengths and values to identify potential roles in the music industry that align with one's goals and skills.
- Develop skills for networking and building professional relationships within the music industry.

- Cultivate resilience and adaptability in response to the challenges and competitive nature of the music business.

Caring - Civic Learning:

- Recognize the social and cultural impact of the music industry and its potential for fostering change and creativity.
- Develop a commitment to ethical business practices in dealings with artists, collaborators, and industry stakeholders.
- Foster a passion for the business side of music, understanding its role in supporting and promoting artistic expression.

Learning How to Learn:

- Identify resources for staying informed about industry trends, new technology, and shifts in music distribution and revenue models.
- Develop self-directed strategies for gaining expertise in specialized areas of the music business, such as copyright law or digital marketing.
- Practice continuous improvement by analyzing past projects to improve future business decisions and strategies.