

# UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

|  |  |  |   |
|--|--|--|---|
| <b>COLLEGE (check one):</b>                              | <b>Arts and Sciences</b> <input checked="" type="checkbox"/> | <b>Business</b> <input type="checkbox"/> | <b>Education</b> <input type="checkbox"/> |
| Proposal Submitted By: Brooks Kuykendall                 | Date Prepared: Nov. 1, 2018                                  |  |   |
| Course Title: Special Studies in Music                   |  |  |   |
| Department/discipline and course number*: Music MUSC 473 |  |  |   |
| Prerequisites:   | Permission of the Instructor                                 |  |   |

*\*This course number must be approved by the Office of the Registrar before the proposal is submitted.*

|   |  |                        |  |           |                        |
|---|--|------------------------|--|-----------|------------------------|
| Number of credits: 3  | Will this course meet for at least 700 contact minutes for each credit hour proposed? <b>If no, provide a credit hour justification.</b> | <b>YES</b><br><b>X</b> |  |           | <b>NO</b>              |
| Will this be a <b>new, repeatable</b> "special topics" course? (Do you want students to be able to take this new course more than once if the topic changes?) |  |                        |  | <b>NO</b> | <b>YES</b><br><b>X</b> |

|  |   |   |
|--|---|---|
| Date of first offering of this <b>new</b> course: <b>FALL SEMESTER, year</b> | Unknown; not before 2019                |   |
| Proposed frequency of offering of the course:                                | Infrequent                              |   |
| Proposed enrollment limit for the course:                                    | 15                                      |   |
| List the faculty who will likely teach the course:                           | Any music faculty member might teach it |   |
| Are <b>ANY new resources</b> required?                                       | <b>NO</b> <input type="checkbox"/>      | <b>YES</b> <input checked="" type="checkbox"/> <i>Document in attached impact statement</i> |

*\*\*The earliest the course may be offered is the fall semester of the academic year FOLLOWING the year in which the course proposal is approved.*

|  |                                     |                       |                                     |
|--|-------------------------------------|-----------------------|-------------------------------------|
| <b>This new course will be (check all that apply):</b> |                                     |                       |                                     |
| Required in the major                                  |                                     | Required in the minor |                                     |
| Elective in the major                                  | <input checked="" type="checkbox"/> | Elective in the minor | <input checked="" type="checkbox"/> |
|  |                                     | General Elective      |                                     |
|  |                                     | General Education**   |                                     |

*\*\*AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.*

|   |  |
|---|--|
| <b>Catalog Description</b> (suggested length – less than 50 words): |  |
| Study of a specialized musical topic                                |  |

|  |   |                         |                   |           |                                     |
|--|---|-------------------------|-------------------|-----------|-------------------------------------|
| <b>COURSE HISTORY:</b>   | Was this course taught previously as a topics or experimental course? | <b>YES</b>              |                   | <b>NO</b> | <input checked="" type="checkbox"/> |
| <b>Course Number and Title of Previous Course</b>  |   | <b>Semester Offered</b> | <b>Enrollment</b> |           |                                     |
| Analogous to our MUHL 473, MUTC 473, MUTH 473, MUPR 473  |   |                         |                   |           |                                     |
|  |   |                         |                   |           |                                     |
| <p><b>CHECK HERE</b> if the proposed course is to be <b>equated</b> with the earlier topics or experimental offerings. If equated, students who took the earlier "topics" course will only be able to take the new course as a repeat (C- grade or lower).</p> <p><b>NOTE:</b> If the proposed course has not been previously offered as a topics or experimental course, <b>explain in the attached rationale statement</b> why the course should be adopted even though it has not been tried out.</p> |   |                         |                   |           |                                     |

**REQUIRED ATTACHMENTS:**

1. **Rationale Statement** – Why is this course needed? What purposes will it serve?
2. **Credit Hour Justification** (if required) – explain how this course will comply with the UMW Credit Hours Policy (D.5.3)
3. **Impact Statement** – Provide details about the Library, space, staffing, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. **Any change that impacts another Department must have a written statement (such as an email) from the Chair(s) agreeing to the change.**
4. **Sample Syllabus**

Department Chair Approval\*: James Brooks Kuykendall Date: Nov. 1, 2018

CCC Chair Approval: \_\_\_\_\_ Date: \_\_\_\_\_

**\*COB and COE proposals approved by the Associate Dean. BEFORE consideration by the UCC, the proposal must be approved the two levels noted above. Approval by the UCC and UFC are noted on the proposal "status history" at the UCC web site.**

## **RATIONAL STATEMENT**

Although we have place in the catalog for special study courses in Music History, Music Theory, Music Technology, and Music Performance, there are sometimes specialized topics that do not fit easily in any of these. In the Spring of 2019 we are offering a Music Business topics course under the MUTC 473 number for lack of any better number. MUSC 473 would be a better, generalized number for such topics.

## **IMPACT STATEMENT**

No significant impact on departmental or other institutional resources, besides faculty load.

## **SAMPLE SYLLABUS**

### **Syllabus (Tentative) – Topics: MUTC 473A Music Business**

#### **Category: WI**

#### **T/R: 2-3:15, Pollard 213**

**INSTRUCTOR: Dr. Kevin Bartram**

**Email:** kbartram@umw.edu

**Phone/voice mail:** (540) 654-1956

**Office:** Pollard 134

**Credits:** 3

## **COURSE DESCRIPTION**

An overview of the global music industry as practiced in the United States, this writing intensive course will provide insights into a number of key areas of business related to music. Students will also explore a diversity of music industry career paths in areas such as arts management, music products & merchandizing, public relations, music production & recording, publishing, and online music distribution.

## **OBJECTIVES**

Student learning will take place in this course through the following activities:

- Research and summarize current US copyright law and the concept of music as “intellectual property” using primary sources and scholarly articles
- Present research on primary sectors of the Music Industry in the United States
- Present summaries of specific companies within the Music Industry
- Prepare online presentations on various music business topics and trends
- Write a research paper on a music industry topic
- Prepare professional materials (resume, cover letters, portfolio) for pursuing internships or employment in the music industry

## **STUDENT LEARNING OUTCOMES**

Upon completion of this course, students should be able to:

- Describe and discuss the legal basis for music as a form of intellectual property and the copyright, licensing, and publishing structures in place in the U.S.

- Demonstrate familiarity with the concepts, organizational structures, and functions of the key areas of contemporary music business
- Conduct and present research on trends and controversies within the music industry
- Conduct and present basic research on industry sectors and companies
- Produce a résumé and cover letter suitable for a career in the music industry
- Students will demonstrate broad knowledge of the music industry.

## **COURSE REQUIREMENTS**

### **Required Texts**

- Baskerville, David & Baskerville, Tim. Music Business Handbook and Career Guide, Sage Publishing
- Additional readings (including articles from scholarly journals and the popular press, books, online company profiles, and legal documents) will be required for your research and presentations. Supplemental reading assignments will be posted online or on library reserve.

### **Participation & Attendance**

You will be expected to keep up with assignment deadlines and weekly discussion assignments.

### **Professionalism**

Professionalism is essential for a career in the music industry. This course is a good place to develop this trait. Show up. Come prepared. Think critically about the issues at hand and do the extra research and brainstorming to be able to offer solutions. Present yourself well. Write clearly. Remember to thank (or credit) people for the help they have given you.

### **Make-up Exams**

**No make-up exams are given in this class, unless extreme circumstances can be proven.**

### **Grading**

Because this is a writing intensive course, the quality of your written communication will be a factor in your grade for each assignment. Likewise, proper use of citations will be a factor in assessing your work. Letter grades will be awarded generally according to the following scale:

#### **Letter % GP Criteria**

A 95 – 100%

A- 90 – 95% Exemplary. Well-prepared, creative, insightful, and thorough; Well written, with good use of sources (properly cited)

B+ 87 – 89%

B 84 – 86%

B- 80 – 83% Good. Demonstrates a basic understanding of the material, perhaps with minor flaws; Occasional awkward phrasing or unclear passages; questionable word-usage/grammar; minimal citations

C+ 77 – 79%

C 74 – 76%

C- 70 – 73% Fair. Demonstrates a less-than-firm grasp of the material; missing elements; multiple technical errors; grammatical/spelling errors; minimal use of sources or inappropriate citations; uninspired

D+ 67 – 69%

D 60 – 67% Poor. Demonstrates a lack of effort or understanding of the material. Multiple errors, missing elements, or failure to follow assignment instructions

F < 60% 0.0 Fail. Missing, incomplete, plagiarized, clueless or incoherent

### **Assignments:**

Written communication is one of the most important skills for a career in the music industry.

Your ability to write coherent proposals and summaries will be one of your most valuable assets in a career that may span multiple organizations and fields. Therefore, written assignments will make up the bulk of the work

for which you are graded. You will produce four short essays, and several presentation documents. Written exams (midterm and final) will test your knowledge on a range of basic topics through short essay questions. You will also have the opportunity to write commentaries on articles, interviews, or presentations by experts in the field through the weekly discussion board. You will interact with your peers in this course through online discussions and peer review of selected assignments.

Finally, you will develop professional materials in the form of a sample résumé and cover letter for use in the music industry. Detailed instructions and criteria for each assignment will be distributed or made available online.

## **GRADING**

### **Assignments by category:**

#### **Career Development (5%)**

1. Statement of Career Goals
2. Resume (version 1, first draft) – grade based on submission by deadline
3. Cover letter (first draft sample cover letter) - grade based on submission by deadline
4. Resume (final version, suitable for submission)
5. Cover Letter (final version, suitable for submission)

#### **Research Presentations (15%)**

1. Company Profile 1 – Recording, Broadcasting, and Record Distribution
2. Company Profile 2 – Management, Promotions, Live Music, Arts Administration
3. Company Profile 3 – Music Products

**Topical Essays (25%) – Essays will require independent research and proper source citations. Please focus on a trend or controversy related to the assignment topic. Find other sources, evidence, and opinions on the same topic. These should be short (3-6 pages) focused essays that explore a single issue.**

1. Research Essay 1 – Copyright
2. Research Essay 2 – Recording
3. Research Essay 3 – Live music
4. Research Essay 4 – Products

#### **Discussion & Participation (10%)**

Classroom participation in discussions

#### **Exams (45%) – Essay exams on the weekly material**

1. Midterm Exam (20%)
2. Final Exam (25%)

### **Topical Outline:**

#### **Week 1 – Overview**

#### **Part 1 – The Song: Music as “Intellectual Property”**

##### **Week 2 – Copyright**

##### **Week 3 – Licensing**

##### **Week 4 – Songwriting and Publishing**

#### **Part 2 – The Artifact: Recording and Distribution**

##### **Week 5 – Record Labels, Marketing and Promotion**

##### **Week 6 – Broadcasting, Streaming, & Distribution**

**Part 3 – The Singer: Managing Artists and Organizations**

**Week 7 – Artist Management**

**Week 8 – Concert Production**

**Week 9 – Non-Profit Arts Organizations**

**Part 4 – Tools of the Trade: Music Products and Promotion**

**Week 10 – Music Products Manufacturers (instruments, sheet music, technology)**

**Week 11 – Music Retail**

**Week 12 – Online Marketing and Distribution**

**Part 5 – Careers in Music: Your Place in the Industry**

**Week 13 – Career Options**

**Week 14 – Entrepreneurship**

**Week 15 – Internships**