



courses in the business aspects of music, including the rapidly diversifying music publishing industry.

**B.** No lab

**C.** This course generally transfers as a Music Production option, Associate of Fine Arts in Music program requirement or program elective dependent upon the transfer institution.

#### **IV. Place of Course in College Curriculum**

**A.** Free Elective

**B.** This course meets a program requirement for the Music Production option, Associate of Fine Arts degree in Music

**C.** To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); b) for all other colleges and universities, go to the individual websites.

#### **V. Outline of Course Content**

The course outline provides an overview of the subject content to be covered in the course. It contains sufficient detail so that the scope and depth of the course may be easily inferred and that someone unfamiliar with the subject area will be able to understand what the course entails. The outline order may be either hierarchical or chronological and include activities as well as topical areas. For example:

**A.** Introduction to and History of Music Publishing Industry

**B.** Financial structure of the music publishing industry

**C.** Modern digital media and markets

**D.** Starting a small business

**E.** Networking and teambuilding

**F.** Fundamentals of marketing

**G.** Generating revenue

**H.** Licensing and securing rights

**I.** Protecting and defending copyright

#### **VI. A. Course Learning Outcomes**

**At the completion of the course, students will be able to:**

1. Demonstrate an understanding of the history and structure of the publishing industry. (GE-7)

2. Demonstrate an understanding of modern digital media and publishing markets (GE-1)
3. Demonstrate knowledge of the licensing process.
4. Copyright their creative work.
5. Identify, understand execute the generation of income the music industry.
6. Create a business plan for publishing and marketing music

**B. Assessment Instruments**

1. research paper
2. projects
3. exams
4. presentations
5. discussion questions
6. reading quizzes
7. class participation
8. response papers

**VII. Grade Determinants**

What factors may enter into the determination of the final? LIST the grade determinants. Please note any grade determinants that will be *required* for the course. For example:

- A. essays
- B. projects
- C. tests
- D. presentations

Given the goals and outcomes described above, LIST the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. guest speakers
- D. student oral presentations
- E. student collaboration

**VIII. Texts and Materials**

LIST which of the following types of course materials will be used. Specify title and publication information about textbooks and any other major text sources or other materials.

- A. Text, such as *Making Music Make Money* by Eric Beale (Berklee Press, 2022)  
ISBN: 9780876392102

- B. primary sources
- C. interviews
- D. student writing
- E. audio sources
- F. web sources
- G. other computer-based sources

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

### **IX. Resources**

Modern classroom with teacher computer, ethernet or WIFI connection and projector.

**X. Check One:**  Honors Course  N/A