MUSIC BUSINESS SURVEY I: MIND 3320-001  
Fall 2019

3 Credit Hours  Day & Time: T & Th 2:00 – 3:15 PM  Room CA-140  
Instructor: Dr. Dan T. Sipes  Bay Hall, Room 1.11  
361-825-5659 dan.sipes@tamucc.edu
Office Hours:  MWF 1:00 – 2:00 pm  
TR 1:00 – 2:00 pm

COURSE DESCRIPTION:
An overview of the practices and procedures of the music industry, including such topics as career possibilities, publishing, labels, marketing, and copyrights.

An overview of career options will include performer, composer, record producer and engineer, artist manager, booking agent, concert promoter, sales, marketing and entertainment attorney.

COURSE OBJECTIVES:
The primary objective of this course is to develop a fundamental working knowledge of the music business.

STUDENT LEARNING OUTCOMES:
At the conclusion of the course, the student will be able to:
- Demonstrate knowledge of music business vocabulary.
- Describe career fields within the music industry including the nature of the work activities, job expectations, options and availability.
- Explain the legal issues involved in performing, publishing, broadcasting and recording music.
- Demonstrate knowledge of the business aspects of musical careers such as artist management, promotion, merchandising and marketing, producing, production and performing.

REQUIRED TEXT & MATERIALS:

ASSIGNMENTS & PROJECTS:
Weekly assignments and readings will be given as new techniques and principles are discussed in class. Assignments will be due weekly and discussed in depth. The assignment topics will include copyright, publishing, and performance rights; explain the business of live performance to include artist management, unions and guilds, entertainment agencies, venues, and concessions; identify the record industry systems from record producers, recording studios, manufacturing production, and distribution companies; identify those aspects of music relating to wholesale and retail merchandising and promotion of music products; summarize the use of contracts and licenses in the music industry; and explore career opportunities in the music industry. There will be a midterm test and a final test that cover basic terminology and procedures in the music industry.
Two projects will be assigned.  
The first project will be to create a portfolio consisting of:  
• A resume  
• Letters of recommendation  
• Photo(s)  
• A biography  
• Sample recordings (if applicable)  
• Any documents pertinent to the field of interest  
• A PowerPoint or website presentation summary of the portfolio.

The second project will be a research paper about a specific music business profession. The paper will consist of:  
• A detailed description of the job.  
  o Pros & cons  
  o Social, Professional & Personal Concerns  
• Business concerns related to that field  
• Legal concerns related to that field  
• A guide about how to find a job in that field.

**GRADING PROCEDURES & POLICIES:**  
Assessment of the student's work is based on the following criteria:  
• Command and application of the material covered in the class room.  
• Command of terminology.

**GRADING SYSTEM:**  
The student's final grade will be drawn from grades received for each component of the course:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments – 6</td>
<td>6 x 36</td>
</tr>
<tr>
<td>Portfolio Project</td>
<td>20</td>
</tr>
<tr>
<td>Research Project</td>
<td>20</td>
</tr>
<tr>
<td>Midterm</td>
<td>12</td>
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<tr>
<td>Final</td>
<td>12</td>
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<td>Total</td>
<td>100</td>
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**COURSE OUTLINE:**  
This is subject to change, dependent on the needs and progress of the class.

**Disabilities Accommodations**  
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Academic Advising**  
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses
requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. The last day to drop a class with an automatic grade of “W” this term is November 8, 2019.

**Grade Appeals**
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

**Classroom/professional behavior**
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Statement of Civility**
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high-quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

**Academic Integrity/Plagiarism**
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero credit and possible disciplinary action.

**Academic Honesty/Plagiarism**
Definition: In an instructional setting, plagiarism occurs when a writer deliberately uses someone else’s language, ideas, or other original (not common-knowledge) material without acknowledging its source. Plagiarism is a violation of academic expectations, but it is sometimes difficult to understand what plagiarism actually is. Often, students commit unintentional plagiarism (not citing sources properly, for example), because they are unaware of the standards that apply. Plagiarism includes:
- Using the work of another as your own,
- Downloading or purchasing ready-made essays off the web and using them as your own,
- Using resource materials without correct documentation,
- Using the organization or language of a source without using quote marks and proper citation.
- Turning in a researched project without citing sources in an appropriate documentation style.

When you are confused about citation of quotes or ideas, please visit the Writing Center or me to get help. Information on MLA documentation rules and APA documentation rules is available at Purdue University’s OWL: http://owl.english.purdue.edu/, and from our local Writing Center at CASA.
Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.