MUSIC BUSINESS II: MIND 3321-001
Spring 2020

3 Credit Hours
Day & Time: Tuesday & Thursday 2:00 – 3:15 AM Room CA-140
Instructor: Dr. Dan T. Sipes
Bay Hall, Room 1.11
361-825-5659 dan.sipes@tamucc.edu
Office Hours: M-F 11:00 – 12:00 pm

COURSE DESCRIPTION:
An in depth examination of the practices and procedures of the music industry that pertain to
accounting, taxes, copyright, licensing, marketing and contracts.

COURSE OBJECTIVES:
The primary objective of this course is to develop a working knowledge of the music industry
and to remain in compliance with the U.S. legal system.

STUDENT LEARNING OUTCOMES:

At the conclusion of the course, the student will be able to:
• Demonstrate knowledge of tax law as it pertains to the music industry.
• Describe accounting procedures that apply to the music industry.
• Describe how music is licensed for mechanical, print, performance and synchronization
  usages.
• Build basic marketing campaigns for performers, recordings and products.
• Demonstrate knowledge of contracts and contract negotiations as it pertains to the music
  industry.

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;
• Personal and property rights, trademark, copyright and contract rights
• Music publishing, recording artist, artist-management and performance agreements
• Business entities including sole-proprietorships, corporations, limited liability
  companies, joint ventures and non-profit corporations.
• Accounting and finance including income and cash flow statements.

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 a research assignment that addresses copyright, taxing and licensing issues that are specifically geared to the interests and needs of each student. These could include:

- Obtaining various permissions to record or perform several compositions.
- Obtaining copyrights for compositions created by the student.
- Organizing a tax structure for a music business or performing group.

The second project will be a research assignment dealing with business entities, accounting and marketing. These could include:

- Establishing an accounting system for a music business or performing group.
- Creating a marketing strategy for a music product or performing group.
- Establish a business entity for a music business or performing group.

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</td>
<td>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>
</tr>
<tr>
<td>Final</td>
<td>12</td>
</tr>
<tr>
<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.

ATTENDANCE
Students are expected to treat this course as a job simulation; you will be expected to attend every workday (class) unless you have a very good reason or make prior arrangements.

- You will be allowed 4 “sick days.”
- If you must miss class due to an illness or emergency, please email, call me, or leave a message on my voice mail prior to class.
- After 4 absences, each unexcused absence will drop your final grade 4 points.
- After 6 absences, your grade will be an automatic F.
  - This is a music department policy.

PERFECT ATTENDANCE will be rewarded with 2 points being added to your final grade. Only one absence will be rewarded with 1 point being added to your final grade.

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.

Grade Appeals
As stated in University Procedure 13.02.99.C0.03, Student Grade Appeal Procedures, 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.C0.03, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. These documents are accessible through the University Rules Website at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf.

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 and 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. April 10th will be the last date to drop your class and receive a “W”.

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 ( ).

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.

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.

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.