

**MUSB 2309 THE RECORD INDUSTRY**  
**SPRING 2019**  
**M/W 4:00P - 5:20P SECTION 001 – SYNONYM 72044**

**INSTRUCTOR: GEOFFREY SCHULMAN**

office: Northridge Campus, Room 4256 (enter through 4255)  
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office hours: Monday & Wednesday, 12:15P-2:30P  
Tuesday & Thursday, 9:00A-10:00A  
...or make an appointment

TEXTBOOK: None

**COURSE FORMAT:**

Lectures, guest speakers, class projects

**COURSE OBJECTIVE:**

The primary objective of this course is to develop a fundamental working knowledge of the record industry.

**COURSE DESCRIPTION:**

Overview of the record industry and the organization of large and small record companies. Emphasizes record company functions such as artist and repertoire (A&R), promotion, marketing, business affairs, administration and distribution, including Internet-based distribution. We will study the structure of these labels in great detail. Everyone will be expected to participate in class discussions and projects. Emphasis will be on DIY.

**COURSE LEARNING OUTCOMES:**

Identify the structure of record labels; and describe record industry functions such as A & R, promotion, marketing, business affairs, administration and distribution, including Internet-based distribution.

**MBPT PROGRAM LEARNING OUTCOMES:**

- Acquire insight, skills and expertise in music business, technology and performance.
- Identify and prepare for jobs in these fields.

**STUDENT EVALUATION:**

Attendance and Class Participation	51%
Unit Tests (2 or 3) and Written Assignments, Group Projects	49%
Independent Projects	optional

Assignment grading table (except for final assignment)...

Assignment turned in on time and well-done	1 (full credit)
Assignment turned in on time and not well-done	2 (partial credit)
Assignment one class late, but well-done	2 (partial credit)
Assignment one class late, not well-done	3 (no credit)
Assignment two classes late	3 (no credit)

*Each assignment not turned in may lower your final grade by one letter.*

## STUDENT REQUIREMENTS:

- Maintain an official ACC Student email account. All email communication from ACC and this class will be sent to that address. You will find more information about ACC Student email at this url... <http://www.austincc.edu/accmail/>
- Attend class regularly
- Participate in class discussion & activities
- Production of work as assigned

WE WILL COVER EACH OF THESE TOPICS DURING THE SEMESTER. SOME WILL BE COVERED IN GREATER DETAIL THAN OTHERS AND WE WILL NOT NECESSARILY FOLLOW THIS ORDER.

### **General Discussion**

*Musical Styles (Everyone has an opinion)*  
*Do You Have to Like Music?*  
*Business Skills Needed*  
*Class Goals & Evaluating Success*

### **Historical Perspective**

*Roots*  
*The Transformation(s) of the Industry*  
*Case Histories (good stories)*

### **The Anatomy Of A Record Label**

*Marketing and Sales*  
*Promotion*

- *Terrestrial Radio*
- *Satellite Radio*
- *Internet Radio*
- *Streaming Music*
- *Clubs and DJ's*
- *Other Opportunities*

*Creative Services*  
*Publicity, Artist Development, etc.*  
*Production*  
*Legal*  
*A&R (Everyone is a talent scout)*

### **Distribution**

*Major vs. Independent*  
*Digital Delivery*  
*Streaming*  
*Subscription Services*

### **Related Stuff**

*Working with Artists*  
*Connecting with the Fans*  
*Music Press and Trade Publications, Blogs*

### **The Recording Process**

### **Music Video and YouTube**

### **The Internet and Social Media**

### **DIY – Starting and Operating an Independent Record Label**

## POLICIES:

- Makeup exams may be given if arrangements are made prior to the exam date. In case of illness or other emergency, contact your instructor via email.
- All written assignments must be completed in electronic form, saved in PDF format and e-mailed to the instructor. No hard copies will be accepted unless otherwise instructed.
- Students will not receive full credit for assignments turned in late.
- Exams and assignments will not be returned during class hours. They may be retrieved in the MBPT office (room 4255).
- Failure to attend class regularly will result in a lower grade.
- If you do not attend class the entire semester you will receive a failing grade.
- Withdrawal from this class is the responsibility of the student. The instructor does, however, reserve the right to drop a student should he or she feel it is necessary. If a student decides to withdraw, he or she should also verify that the withdrawal is submitted before the Final Withdrawal Date. The student is also strongly encouraged to retain their copy of the withdrawal form for their records.

Students who enroll for the third or subsequent time in a course taken since Fall, 2002, may be charged a higher tuition rate, for that course.

State law permits students to withdraw from no more than six courses during their entire undergraduate career at Texas public colleges or universities. With certain exceptions, all course withdrawals automatically count towards this limit. Details regarding this policy can be found in the ACC college catalog.

- An incomplete may be given to a student under special circumstances. An incomplete grade cannot be carried beyond the established date in the following semester. The completion date is determined by the instructor but may not be later than the final deadline for withdrawal in the subsequent semester.

If you feel an incomplete grade is warranted, you must discuss the issue with your instructor no less than three weeks prior to the end of the semester.

- *Scholastic Dishonesty*: A student attending ACC assumes responsibility for conduct compatible with the mission of the college as an educational institution. Students have the responsibility to submit coursework that is the result of their own thought, research, or self-expression. Students must follow all instructions given by faculty or designated college representatives when taking examinations, placement assessments, tests, quizzes, and evaluations. Actions constituting scholastic dishonesty include, but are not limited to, plagiarism, cheating, fabrication, collusion, and falsifying documents. Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an "F" in the course and/or expulsion from the college. See the Student Standards of Conduct and Disciplinary Process and other policies at <http://www.austincc.edu/current/needtoknow>

- *Students with Disabilities:* Each ACC campus offers support services for students with documented disabilities. Students with disabilities who need classroom, academic or other accommodations must request them through the Student Accessibility Services (SAS). Students are encouraged to request accommodations when they register for courses or at least three weeks before the start of the semester, otherwise the provision of accommodations may be delayed.

Students who have received approval for accommodations from SAS for this course must provide the instructor with the 'Notice of Approved Accommodations' from SAS before accommodations will be provided. Arrangements for academic accommodations can only be made after the instructor receives the 'Notice of Approved Accommodations' from the student.

Students with approved accommodations are encouraged to submit the 'Notice of Approved Accommodations' to the instructor at the beginning of the semester because a reasonable amount of time may be needed to prepare and arrange for the accommodations. Additional information on these can be found at <http://www.austincc.edu/sas>.

- *Student Rights and Responsibilities:* Students at the college have the rights accorded by the U.S. Constitution to freedom of speech, peaceful assembly, petition, and association. These rights carry with them the responsibility to accord the same rights to others in the college community and not to interfere with or disrupt the educational process. Opportunity for students to examine and question pertinent data and assumptions of a given discipline, guided by the evidence of scholarly research, is appropriate in a learning environment. This concept is accompanied by an equally demanding concept of responsibility on the part of the student. As willing partners in learning, students must comply with college rules and procedures.
- *Safety Statement:* Austin Community College is committed to providing a safe and healthy environment for study and work. You are expected to learn and comply with ACC environmental, health and safety procedures and agree to follow ACC safety policies. Additional information on these can be found at <http://www.austincc.edu/ehs>.

Because some health and safety circumstances are beyond our control, we ask that you become familiar with the Emergency Procedures poster and Campus Safety Plan map in each classroom. Additional information about emergency procedures and how to sign up for ACC Emergency Alerts to be notified in the event of a serious emergency can be found at <http://www.austincc.edu/emergency/>.

Please note, you are expected to conduct yourself professionally with respect and courtesy to all. Anyone who thoughtlessly or intentionally jeopardizes the health or safety of another individual will be immediately dismissed from the day's activity, may be withdrawn from the class, and/or barred from attending future activities.

- *Use of ACC Email:* All College e-mail communication to students will be sent solely to the student's ACCmail account, with the expectation that such communications will be read in a timely fashion. ACC will send important information and will notify you of any college related emergencies using this account. Students should only expect to receive email communication from their instructor using this account. Likewise, students should use their ACCmail account when communicating with instructors and staff. Instructions for activating an ACCmail account can be found at <http://www.austincc.edu/accmail/>.

- *Testing Center Policy:* Under certain circumstances, an instructor may have students take an examination in a testing center. Students using the Academic Testing Center must govern themselves according to the Student Guide. Use of ACC Testing Centers and should read the entire guide before going to take the exam.

To request an exam, one must have:

- ACC Photo ID
- Course Abbreviation (e.g., ENGL)
- Course Number (e.g., 1301)
- Course Synonym (e.g., 10123)
- Course Section (e.g., 005)
- Instructor's Name

Do NOT bring cell phones to the Testing Center. Having your cell phone in the testing room, regardless of whether it is on or off, will revoke your testing privileges for the remainder of the semester. ACC Testing Center policies can be found at <http://www.austincc.edu/testctr/>

- *Student And Instructional Services:* ACC strives to provide exemplary support to its students and offers a broad variety of opportunities and services. Information on these services and support systems is available at: <http://www.austincc.edu/support/>

Links to many student services and other information can be found at: <http://www.austincc.edu/current/>

ACC Learning Labs provide free tutoring services to all ACC students currently enrolled in the course to be tutored. The tutor schedule for each Learning Lab may be found at: <http://www.austincc.edu/tutor>

For help setting up your ACCeID, ACC Gmail, or ACC Blackboard, see a Learning Lab Technician at any ACC Learning Lab..

- *Concealed Handgun Policy:* The Austin Community College District concealed handgun policy ensures compliance with Section 411.2031 of the Texas Government Code (also known as the Campus Carry Law), while maintaining ACC's commitment to provide a safe environment for its students, faculty, staff, and visitors.

Beginning August 1, 2017, individuals who are licensed to carry (LTC) may do so on campus premises except in locations and at activities prohibited by state or federal law, or the college's concealed handgun policy.

It is the responsibility of license holders to conceal their handguns at all times. Persons who see a handgun on campus are asked to contact the ACC Police Department by dialing 222 from a campus phone or 512-223-7999.

Refer to the concealed handgun policy online at <http://www.austincc.edu/campuscarry>.