

# Intro to the Music Industry

MUSC - 1200 001

## Course Description

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This course gives a fundamental overview of the workings of the music industry and encourages students to use entrepreneurial thinking to seek opportunities in this rapidly changing business.

Semester: Fall & Spring

## Course Student Learning Outcomes

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- Students demonstrate solid understanding of music industry fundamentals and their impact on cash flow for businesses in that industry, including but not limited to music industry branding, copyright and licensing and the roles of majors players in the music industry such as (but again, not limited to) music publishers, performance rights societies, record labels, composers and songwriters, artists, promoters, and internet streaming, download and social media sites.
- Students employ entrepreneurial thinking to formulate creative ideas and solutions to challenges in the music industry and support the viability of these solutions using convincing arguments based on solid evidence, astute analysis and good communication skills.
- Students demonstrate the ability to work together in collaboration and come to a consensus decision when faced with challenges that require creative solutions.
- Students demonstrate understanding of and ability to correctly use in regular conversation and writing appropriate terminology related to the music industry.

## Course Prerequisites

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None.

## Engagement Plan

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- I will respond to email within 24 hours on weekdays. Weekend emails should receive a response on Mondays. I will offer feedback on major assignments within two weeks. The best way to contact me is via the Canvas Inbox or direct email to [thomas.baggaley@slcc.edu](mailto:thomas.baggaley@slcc.edu), as that is where my Canvas messages end up anyway.

## Keys for Success (how to succeed in the course)

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### **Required Supplies**

Access to a computer and a storage device, such as a flash drive or portable hard drive. (The college provides open computer labs.) This course assumes that the student has a basic understanding and applied use of computer systems.

### **Course Attendance**

Participation in class discussion and group activities are a major part of this course. The instructor will not spend a great deal of class time lecturing on the assigned reading materials. Instead, you will be required to come to class having a good understanding of the materials from the week's assigned readings and prepared to demonstrate your understanding of those materials during class discussion. Class and group discussions will involve the presentation of situations and choices that an entrepreneur might face in the music industry. Most of these situations will not involve a clear right or wrong choice. Instead, you will be expected to express your opinion as to what the best decision or course of action would be in the situation presented, and to back up that opinion, using convincing arguments based on solid evidence, astute analysis, a good understanding of the materials from the reading and good communication skills.

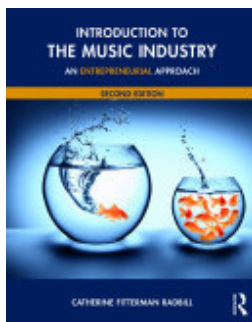
At the end of each class period, you will be awarded points for your participation and preparation that day that will go toward this portion of your grade. For some of you, this means that you will need to learn to speak up and take a more active role in class discussion than you are used to taking - move outside of your comfort level - in order to receive the full participation points for each class period. Students who come to class unprepared, without having done the assigned reading, or who do not actively contribute

to the class discussion, will receive a deduction from their participation score for the day. (Of course, those who miss class entirely receive no participation points at all.)

There is no way to make up for missed class. We cannot recreate the class discussion that you were not there for. Because life happens, you may miss class once without penalty. Save it for when something really important happens in your life and you simply cannot make it to class.

## Required Text or Materials

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**Title:** Introduction to the Music Industry

**Subtitle:** An Entrepreneurial Approach

**ISBN:** 9781317408291

**Authors:** Catherine Fitterman Radbill

**Publisher:** Taylor & Francis

**Publication Date:** 2016-09-01

**Edition:** 2nd Edition

For more information on textbook accessibility, contact Accessibility & Disability Services at [ads@slcc.edu](mailto:ads@slcc.edu).

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
10/24/25	<a href="#">Discussion - Creative Problem Solving - Branding - Thinking Like an Entrepreneur</a>	Assignment	10
10/24/25	<a href="#">Read Chapter 1</a>	Assignment	
10/24/25	<a href="#">Chapter 1 Quiz</a>	Quiz	100
10/27/25	<a href="#">Week 1 Entrepreneurial Journal</a>	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
10/31/25	<a href="#">Chapter 2 Quiz</a>	Quiz	100
10/31/25	<a href="#">Chapter 3 Quiz</a>	Quiz	100
10/31/25	<a href="#">Discussion - The 21st Century Global Music Professional</a>	Assignment	10
10/31/25	<a href="#">Read Chapters 2-3</a>	Assignment	
11/3/25	<a href="#">Week 2 Entrepreneurial Journal</a>	Assignment	10
11/6/25	<a href="#">Create Your Own Personal Mission Statement</a>	Assignment	10
11/6/25	<a href="#">Start the Time Management Activity from Module 3</a>	Assignment	
11/7/25	<a href="#">Chapter 4 Quiz</a>	Quiz	100
11/7/25	<a href="#">Chapter 5 Quiz</a>	Quiz	100
11/7/25	<a href="#">Discussion - Opportunities: Branding, Marketing and Global Rights Management</a>	Assignment	10
11/7/25	<a href="#">Read Chapters 4 &amp; 5</a>	Assignment	
11/10/25	<a href="#">Week 3 Entrepreneurial Journal</a>	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
11/13/25	<a href="#">Time Management Activity - IMPORTANT this activity takes a full week</a>	Assignment	10
11/14/25	<a href="#">Chapter 6 Quiz</a>	Quiz	100
11/14/25	<a href="#">Chapter 7 Quiz</a>	Quiz	100
11/14/25	<a href="#">Discussion - Music Industry Revenue Streams: Performance Rights and Publishing</a>	Assignment	10
11/14/25	<a href="#">Read Chapters 6 &amp; 7</a>	Assignment	
11/17/25	<a href="#">Week 4 Entrepreneurial Journal</a>	Assignment	10
11/20/25	<a href="#">What Is My Hyphen? Who Is My Team?</a>	Assignment	10
11/21/25	<a href="#">Chapter 8 Quiz</a>	Quiz	100
11/21/25	<a href="#">Chapter 9 Quiz</a>	Quiz	100
11/21/25	<a href="#">Discussion - Revenue Streams: Broadcasting, Digital Media and Recorded Music</a>	Assignment	10
11/21/25	<a href="#">Read Chapters 8 and 9</a>	Assignment	
11/24/25	<a href="#">Week 5 Entrepreneurial Journal</a>	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
12/4/25	<a href="#">Hypothetical New Venture</a>	Assignment	10
12/5/25	<a href="#">Chapter 10 Quiz</a>	Quiz	100
12/5/25	<a href="#">Discussion - How to Start Building Your Music Business</a>	Assignment	10
12/5/25	<a href="#">Read Chapter 10</a>	Assignment	
12/8/25	<a href="#">Week 6 Entrepreneurial Journal</a>	Assignment	10
12/12/25	<a href="#">Create Your Professional e-Portfolio</a>	Assignment	100
12/12/25	<a href="#">Final Presentation Day</a>	Assignment	10

## Brief Description of Assignments/Exams

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### **Preparation and Participation**

Participation in-class discussion and group activities are a major part of this course. The instructor will not spend a great deal of class time lecturing on the assigned reading materials. Instead, you will be required to come to class having a good understanding of the materials from the week's assigned readings and prepared to demonstrate your understanding of those materials during class discussion. Class and group discussions will involve the presentation of situations and choices that an entrepreneur might face in the music industry. Most of these situations will not involve a clear right or wrong choice. Instead, you will be expected to express your opinion as to what the best decision or course of action would be in the situation presented, and to back up that opinion, using convincing arguments based on solid evidence, astute analysis, a good understanding of the materials from the reading and good communication skills.

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### **Entrepreneurial Idea Journal**

Each week you should keep a journal in which you should record your thoughts about the topics discussed in class. How do these topics affect you and your career goals? Did you learn about something you didn't know about before? Does that change how you view the music industry and your future role in it? Did you come up with some ideas that can help you with your music career from this week's discussion? You will receive points each week for having completed your journal entry and for having responded to at least two other classmates' journal entries with thoughtful comments.

### **Quizzes**

To help solidify each week's readings, there will be a series of short online (on Canvas) multiple choice quizzes, focusing mainly on the application of vocabulary terms from the chapter. These quizzes are open book and should be taken upon completing your assigned reading for the week.

### **Final Entrepreneurial Activity**

As a final activity, you will be asked to design a professional e-Portfolio that reflects your personal goals, demonstrates an understanding of how the music industry operates, and evidences that you have used entrepreneurial thinking throughout the course to explore opportunities that are available to you in the industry within the scope of your own personal goals and mission statement. The activity will be graded based on how well it demonstrates that you have engaged with the materials discussed throughout the course. You should maintain and continue to build this e-Portfolio throughout your time at SLCC,

as you will have a final review of this e-Portfolio with faculty in your final semester prior to graduation. Your e-Portfolio should be designed to help you pursue your career goals, representing your best, professional-quality work to those potential partners and clients you intend to pursue as you build your professional music career.

### **Assessment of Course Objectives**

In-class activities and discussion (participation and preparation) and your idea journal will be used to assess your success in achieving all four of the course objectives. The quizzes will be used mainly to assess the fourth course objective. Your final entrepreneurial activity will also be used to assess all four-course objectives, with a specific focus on the second and fourth objectives. The grading rubrics used for each will reflect this assessment.

## **Grading Scale**

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### **Grading**

30% - Preparation and Participation

30% - Entrepreneurial Idea Journal

15% - Quizzes

25% - Professional e-Portfolio

100%

### **Grading Scale**

93-100% = A 90-92% = A-

87-89% = B+ 83-86% = B 80-82% = B-

77-79% = C+ 73-76% = C 70-72% = C-

67-69% = D+ 63-66% = D 60-62% = D-

59% or less = E

Your current grade along with the scores of all graded assignments and tests are available in SLCC's Canvas system. You will be given information about how to access your individual student account and see your grades on the first day of class.

## **How to Navigate to Canvas**

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## Institutional Policies

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As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

## Learning Support and Tutoring Services

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We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

## Advising and Counseling Support Services

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At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## Student Academic Calendar

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As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

## Additional Policies

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### **Class Policies**

- An incomplete can only be given in extreme circumstances and only if 90% of the class works have been satisfactorily completed. An Incomplete Request Form must be filled out and filed with the Division Office; Adjunct faculty must consult with their faculty mentor before agreeing to give an incomplete.
- Late work: Late work will be marked down 10% each week it is late (which is hardly any penalty at all compared to the consequences you would face for not completing a project on time as a paid creative professional). If you want to be successful as a creative professional, learn to meet your deadlines.
- Attendance is mandatory (see participation above). Students will lose points for each absence incurred (even excused absences). Medical, personal or job-related problems will be dealt with on an individual basis.
- If a class is missed, it is the responsibility of the student missing class, and/or assignments, to find out what was missed in their absence; please do not expect the instructor to repeat this information. The student is expected to learn any material missed through absence.
- Silence all cell phones. Do not text during class. It is disrespectful of your instructor and fellow students.