

# Cover Sheet: Request 14471

## MUS 4XXX - Foundations of Music Business

### Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Charles Pickeral cpickeral@ufl.edu
Created	11/22/2019 10:31:20 AM
Updated	12/20/2019 10:14:35 AM
Description of request	Proposal for a new undergraduate course in Music Business

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Music 011303000	Kevin Orr		11/22/2019
Foundations of Music Business (Undergraduate Level) .pdf					11/22/2019
College	Approved	CFA - College of Fine Arts	Jennifer Setlow		12/20/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/20/2019
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Course|New for request 14471

## Info

**Request:** MUS 4XXX - Foundations of Music Business

**Description of request:** Proposal for a new undergraduate course in Music Business

**Submitter:** Charles Pickeral cpickeral@ufl.edu

**Created:** 11/22/2019 10:21:40 AM

**Form version:** 1

## Responses

**Recommended Prefix** MUS

**Course Level** 4

**Course Number** XXX

**Category of Instruction** Advanced

**Lab Code** None

**Course Title** Found Music Business

**Transcript Title** Music Business

**Degree Type** Baccalaureate

**Delivery Method(s)** On-Campus

**Co-Listing** No

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Rotating Topic?** No

**Repeatable Credit?** No

**Amount of Credit** 3

**S/U Only?** No

**Contact Type** Regularly Scheduled

**Weekly Contact Hours** 3

**Course Description** This course is intended (1) to foster a comprehensive and chronological understanding of the music business, and (2) to observe how rapid changes in the global music industry challenge music professionals and music business organizations

to become more entrepreneurial in their planning and practice.

**Prerequisites** The course is intended for undergraduate music majors and minors. Non-music majors or minors may enroll with permission of the instructor.

**Co-requisites** None

**Rationale and Placement in Curriculum** This course is an integral component piece in the development of a comprehensive entrepreneurship/business program to prepare music majors to be competitive in contemporary musical markets.

**Course Objectives** Students will:

- learn about the chronological development of the music business in the U.S.A.
- learn about the preeminence of the profit-motive for the owners of music publishing and recording companies and how the pursuit of profit affects the nature of the music business.
- learn about legal aspects of music recording and distribution with an emphasis upon publishing, copyright, digital distribution, licensing, and file sharing.
- examine the process by which recording artists are signed, recorded, distributed, and promoted by their respective labels.
- develop a comprehensive and intercultural understanding and preparation for career entry into music business corporations within the United States and abroad.

- engage in opportunities for directed observation and experiences in varying aspects of live and recorded music production.

- learn the functions of various occupational roles within the subfields of the music industry including radio roles, artist management roles, booking agencies, television music roles, touring roles, and so forth.

**Course Textbook(s) and/or Other Assigned Reading** Required Textbooks and Software

Music Business Handbook and Career Guide

David and Timothy Baskerville

2020. 12th edition.

Print ISBN: 9781544341200, 1544341202

eText ISBN: 9781544341194, 1544341199

Additionally, course notes developed by the instructor will be provided.

**Recommended Materials**

The Savvy Musician: Building a Career, Earning a Living, and Making a Difference

David Cutler

2009 1st edition

Print ISBN: 9780982307502

All You Need To Know About the Music Business

Donald S. Passman

2015. 9th edition

Print ISBN: 9781501104893

**Weekly Schedule of Topics** Course Schedule

Week 1: Chronological Shifts in the Music Business 1.0 versus 2.0/ Chapters 1 and 2

Week 2: Legalities of the Music Business (copyright, licensing, digital distribution, and streaming)/

Chapter 3 - 6, and 31

Week 3: Music Publishing, Performance Rights Organizations, and Unions/ Chapters 5, 9, 11, and 13/  
Quiz #1

Week 4: The Influence of Technological Advancements on the Development of New Musical Genres &  
Production

Methodologies/ Chapter 12

Week 5: Record Labels (Major versus Independent; Bureaucratic Structures)/ Chapters 10

Week 6: The Single/EP/Album: Conception, Creation, Post-Production Processes & Launching/  
Selected readings

provided by the instructor/ Quiz #2

Week 7: Artist Management, Touring, Concert & Event Management Logistics/Planning/ Chapters 7,  
8, 16 - 18

Week 8: Business Characteristic of Various Performance Venues/ Chapter 17/ MIDTERM Projects  
Due

Week 9: The Business of Music & Radio; Music for Television & Film / Chapters 19 - 21

Week 10: The Influence of Communication Arts on Music Consumption/ Chapters 22, 24, and 25

Week 11: Artistic Pioneers & Influencers of the Music Business/ Selected readings provided by the  
instructor/ Quiz #3

Week 12: Commercial vs. Art Music Industry Structures, and Global Music Industry Issues/ Chapter 20

Week 13: Survey of Research Methods in the Music Industry/ Chapter 15

Week 14: Rhetoric of Popular Music/ Selected readings provided by the instructor / Quiz #4

Week 15: Research Project due; Graduate Student Presentations

Week 16: FINAL EXAM

**Grading Scheme** Timeline & Description of Assignments:

Weekly Online Discussion assignments located on Canvas will be due each Sunday by 9:00 pm. The purpose of the

discussions is to (1) learn about and relate to your peers' perspectives based on their experience and professional perspective,

(2) refine your perspectives over time to help strengthen your personal enterprise, and (3) uncover opportunities for future

collaborations between your peers as each of you have various types of expertise. The discussion postings are based on

quality, not quantity (word count). They should be clear, concise, and creative. Your replies to at least three peers' posts for

each discussion should be around 3 to 4 sentences. It is important for you to address your peers' viewpoints. The objective

of each reply is to relate to each other, and sometimes, to offer a different perspective in a respectful

manner.

Homework Assignments/Projects will be located on Canvas under the 'Assignment' tab. Some homework assignments will be located within the slides of the module and I will indicate which slides to refer to. Homework assignments can be turned in electronically anytime throughout the week, but no later than 9:00 pm, on the day before our class meeting. Your homework is also to be turned in with a physical copy at the next class meeting for in-class discussion. Quizzes will be administered at the beginning of class.

Midterm Projects will be submitted on Canvas by 9:00 pm on the Midterm Examination Date (TBD). Midterm projects are

the culmination of all homework projects from weeks 1 through 7 in their final forms.

Final Exam will be taken during class on the designated exam day based on the university's calendar unless otherwise

informed by the instructor.

Research Projects will commence in the 8th week of class and students will be provided with detailed instructions and

advice for their subject of interest. Research projects will be undertaken throughout the remainder of the semester with

regular input from the instructor, and are due in week 15.

"Meet the Music Entrepreneurs" Personal Field Trip & Observation Paper. Students are required to attend a musical

entrepreneurial lecture held at a professional recording studio located in Gainesville or the Creative Professional Lecture

Series held at the College of The Arts at the University of Florida. There will also be a Q&A session held between the music

entrepreneur(s) and students. Afterward, students will be expected to write a report of their experience and how it relates to

the content taught in class. (750 words, double-spaced, 12-point font). This assignment will be graded as part of the

'Homework Set' and due on the 13th week of the semester.

#### Evaluation of Grades

Assignment Percentage of Final Grade

Homework Sets (10) 10%

Quizzes (4) 10%

Midterm Projects 30%

Final Exam 30%

Research Project 10%

Weekly Online

Discussions 5%

Class Participation 5%

#### Percent Grade Grade Points

93.0 - 100.0 A 4.00

90.0 - 92.9 A- 3.67

87.0 - 89.9 B+ 3.33

83.0 - 86.9 B 3.00

80.0 - 82.9 B- 2.67

77.0 - 79.9 C+ 2.33

73.0 - 76.9 C 2.00

70.0 - 72.9 C- 1.67

67.0 - 69.9 D+ 1.33

63.0 - 66.9 D 1.00

60.0 - 62.9 D- 0.67

0 - 59.9 E 0.00

**Instructor(s)** José Valentino Ruiz-Resto, Ph.D., D.Min.

**Attendance & Make-up** Yes

**Accommodations** Yes

**UF Grading Policies for assigning Grade Points** Yes

**Course Evaluation Policy Yes**

**Foundations of Music Business**  
MUS 4XXX - Spring Semester  
*Credits:* 3  
*Class Periods:* TBA  
*Location:* TBA  
*Academic Term:* Spring Semester

***Instructor:***

José Valentino Ruiz-Resto, Ph.D., D.Min.  
[jruiz@arts.ufl.edu](mailto:jruiz@arts.ufl.edu)  
(352) 273 - 3707  
Office Hours: TBA

***Course Description***

This course is intended (1) to foster a comprehensive and chronological understanding of the music business, and (2) to observe how rapid changes in the global music industry challenge music professionals and music business organizations to become more entrepreneurial in their planning and practice.

***Course Pre-Requisites / Co-Requisites***

The course is intended for undergraduate music majors and minors. Non-music majors or minors may enroll with permission of the instructor.

***Course Objectives. Students will:***

- learn about the chronological development of the music business in the U.S.A.
- learn about the preeminence of the profit-motive for the owners of music publishing and recording companies and how the pursuit of profit affects the nature of the music business.
- learn about legal aspects of music recording and distribution with an emphasis upon publishing, copyright, digital distribution, licensing, and file sharing.
- examine the process by which recording artists are signed, recorded, distributed, and promoted by their respective labels.
- develop a comprehensive and intercultural understanding and preparation for career entry into music business corporations within the United States and abroad.
- engage in opportunities for directed observation and experiences in varying aspects of live and recorded music production.
- learn the functions of various occupational roles within the subfields of the music industry including radio roles, artist management roles, booking agencies, television music roles, touring roles, and so forth.

***Materials and Supply Fees***

A Canvas course site has been established for use in these courses. To access it use a World Wide Web browser and open the following URL: <https://ufl.instructure.com/>

## ***Required Textbooks and Software***

### *Music Business Handbook and Career Guide*

David and Timothy Baskerville

2020. 12th edition.

Print ISBN: 9781544341200, 1544341202

eText ISBN: 9781544341194, 1544341199

Additionally, course notes developed by the instructor will be provided.

## ***Recommended Materials***

### *The Savvy Musician: Building a Career, Earning a Living, and Making a Difference*

David Cutler

2009 1st edition

Print ISBN: 9780982307502

### *All You Need To Know About the Music Business*

Donald S. Passman

2015. 9th edition

Print ISBN: 9781501104893

## ***Course Delivery:***

The course meets twice per week. Class time will be dedicated to (1) reviewing the weekly discussions and homework assignments as a class, (2) lectures on the core knowledge of the week's topic to ensure timely achievement of course objectives, and (3) applying the knowledge through group activities, content creation of products and communicative media, and role-playing interpersonal dialogue that simulates engagement in the music business. Students are encouraged to take notes and ask questions freely. While lectures and discussions emphasize identifying and understanding major course themes, group activities challenge students to synthesize this information and create appropriate projects that are relevant to music business, corporations, and the industry as a whole.

## ***Course Schedule***

**Week 1:** *Chronological Shifts in the Music Business 1.0 versus 2.0*/ Chapters 1 and 2

**Week 2:** *Legalities of the Music Business (copyright, licensing, digital distribution, and streaming)*/ Chapter 3 - 6, and 31

**Week 3:** *Music Publishing, Performance Rights Organizations, and Unions*/ Chapters 5, 9, 11, and 13/ Quiz #1

**Week 4:** *The Influence of Technological Advancements on the Development of New Musical Genres & Production Methodologies*/ Chapter 12

**Week 5:** *Record Labels (Major versus Independent; Bureaucratic Structures)*/ Chapters 10

**Week 6:** *The Single/EP/Album: Conception, Creation, Post-Production Processes & Launching*/ Selected readings provided by the instructor/ Quiz #2

**Week 7:** *Artist Management, Touring, Concert & Event Management Logistics/Planning*/ Chapters 7, 8, 16 - 18

**Week 8:** *Business Characteristic of Various Performance Venues*/ Chapter 17/ MIDTERM Projects Due

**Week 9:** *The Business of Music & Radio; Music for Television & Film* / Chapters 19 - 21

**Week 10:** *The Influence of Communication Arts on Music Consumption*/ Chapters 22, 24, and 25

**Week 11:** *Artistic Pioneers & Influencers of the Music Business*/ Selected readings provided by the instructor/ Quiz #3

**Week 12:** *Commercial vs. Art Music Industry Structures, and Global Music Industry Issues*/ Chapter 20

**Week 13:** *Survey of Research Methods in the Music Industry*/ Chapter 15

**Week 14:** *Rhetoric of Popular Music*/ Selected readings provided by the instructor / Quiz #4

**Week 15:** Research Project due; Graduate Student Presentations

**Week 16:** FINAL EXAM

### ***Timeline & Description of Assignments:***

*Weekly Online Discussion* assignments located on Canvas will be due each Sunday by 9:00 pm. The purpose of the discussions is to (1) *learn* about and relate to your peers' perspectives based on their experience and professional perspective, (2) *refine* your perspectives over time to help strengthen your personal enterprise, and (3) *uncover* opportunities for future collaborations between your peers as each of you have various types of expertise. The discussion **postings** are based on quality, not quantity (word count). They should be clear, concise, and creative. Your **replies** to at least three peers' posts for each discussion should be around 3 to 4 sentences. It is important for you to address your peers' viewpoints. The objective of each reply is to relate to each other, and sometimes, to offer a different perspective in a respectful manner.

*Homework Assignments/Projects* will be located on Canvas under the 'Assignment' tab. Some homework assignments will be located within the slides of the module and I will indicate which slides to refer to. Homework assignments can be turned in electronically anytime throughout the week, but no later than 9:00 pm, on the day before our class meeting. Your homework is also to be turned in with a physical copy at the next class meeting for in-class discussion.

*Quizzes* will be administered at the beginning of class.

*Midterm Projects* will be submitted on Canvas by 9:00 pm on the Midterm Examination Date (TBD). Midterm projects are the culmination of all homework projects from weeks 1 through 7 in their final forms.

*Final Exam* will be taken during class on the designated exam day based on the university's calendar unless otherwise informed by the instructor.

*Research Projects* will commence in the 8th week of class and students will be provided with detailed instructions and advice for their subject of interest. Research projects will be undertaken throughout the remainder of the semester with regular input from the instructor, and are due in week 15.

*“Meet the Music Entrepreneurs”* Personal Field Trip & Observation Paper. Students are required to attend a musical entrepreneurial lecture held at a professional recording studio located in Gainesville or the Creative Professional Lecture Series held at the College of The Arts at the University of Florida. There will also be a Q&A session held between the music entrepreneur(s) and students. Afterward, students will be expected to write a report of their experience and how it relates to the content taught in class. (750 words, double-spaced, 12-point font). This assignment will be graded as part of the ‘Homework Set’ and due on the 13th week of the semester.

### ***Attendance Policy, Class Expectations, and Make-Up Policy***

Students will refer to the ‘announcement’ tab on Canvas three times per week to stay informed of all course-related news and assignments. This is critical to minimize e-mail traffic, student questions, lower student anxiety over error questions, and it helps to inform students of concerts they can attend. NOTE: Students often have the same questions that need to be answered when in the online environment. With that in mind, the “Announcements” will be the medium that the instructor uses to communicate all answers to basic questions. In some cases, a student’s question will require a personal response, and in those cases a personal response will be issued to the student.



Attendance is required. Every three unexcused absences will result in a one-letter-grade deduction. Unexcused tardiness will result in a 5% reduction of points for participation for the day. The use of cell phones and laptops during class is **strictly prohibited**, unless a student acquires permission from the instructor to use them, and the use of cell phones and laptops must pertain to class research and assignments.

### ***Make-ups for Exams or Other Work***

In order to remain fair to all students enrolled in this course who are held to the same academic standard, make-ups for any assignment, quiz, or exam will require written documentation that the student has been excused from school during the time in question. Without this approval, the instructor cannot issue a make-up. The instructor will determine and inform the student of an appropriate date and time to submit the make-up assignment(s). Additional information can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### ***Evaluation of Grades***

<b>Assignment</b>	<b>Percentage of Final Grade</b>
Homework Sets (10)	10%
Quizzes (4)	10%
Midterm Projects	30%
Final Exam	30%
Research Project	10%
Weekly Online Discussions	5%
Class Participation	5%

## Participation Rubric

Criteria	1	2	3	4
Preparation	<u>Unprepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Partially prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Mostly prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Fully prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).
Engagement	<u>Does not participate</u> in class discussions and collaborate with other students in group assignments. Does not complete assignments according to the rubrics provided and does not submit assignments on time. Exhibits a lack of interest in the activities.	<u>Some participation</u> in class discussions and collaborate with other students in group assignments. Does not complete assignments according to the rubrics provided but submit assignments on time. Has many lapses in participation, and has 4 or more incomplete or late assignments.	<u>Active participation</u> in class discussions and collaborate with other students in group assignments. Completes assignments according to the rubrics provided and submits assignments on time throughout the entire class. Has minimal lapses in participation, and has 3 incomplete or late assignments.	<u>Active participation</u> in class discussions and collaborate with other students in group assignments. Completes assignments according to the rubrics provided and submits assignments on time throughout the entire class.

Percent	Grade	Grade Points
93.0 - 100.0	A	4.00
90.0 – 92.9	A-	3.67
87.0 – 89.9	B+	3.33
83.0 – 86.9	B	3.00
80.0 – 82.9	B-	2.67
77.0 – 79.9	C+	2.33
73.0 – 76.9	C	2.00
70.0 – 72.9	C-	1.67
67.0 – 69.9	D+	1.33
63.0 – 66.9	D	1.00
60.0 – 62.9	D-	0.67
0 – 59.9	E	0.00

More information on UF grading policy may be found at:  
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### ***Students Requiring Accommodations***

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### ***Course Evaluation***

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Guidance on how to give feedback in a professional and respectful manner is available at <http://gatorevals.aa.ufl.edu/students/>. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

### ***University Honesty Policy***

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

### ***Software Use***

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### ***Student Privacy***

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

### ***Campus Resources:***

#### ***Health and Wellness***

#### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

#### **Sexual Assault Recovery Services (SARS)**

Student Health Care Center, 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

*Academic Resources*

**E-learning technical support**, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.  
<https://lss.at.ufl.edu/help.shtml>.

**Career Resource Center**, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

**Library Support**, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.  
<https://teachingcenter.ufl.edu/>.

**Writing Studio, 302 Tigert Hall**, 846-1138. Help brainstorming, formatting, and writing papers.  
<https://writing.ufl.edu/writing-studio/>.

**Student Complaints Campus**: [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf).

**On-Line Students Complaints**: <http://www.distance.ufl.edu/student-complaint-process>.