



Music Business

MUSI 53 – Spring 2024

Instructor: Dr. Marcel Castro-Lima

Date and Room: Online, Asynchronous

Course Description

Introduction to the business aspects of music. Examines the areas of copyright laws, publishing, concert promotion, club and record contracts, agents, managers, unions, and the various careers to be found in music. Emphasis on the commercial music field including music for film, television, sound recording, the record industry, and Internet applications.

Learning Outcomes and Objectives

Course Objectives

- Demonstrate knowledge and understanding of copyright protection, publishing aspects, club and record contracts, agents, managers, and concert promotion
- Research and report on career opportunities in the music business and/or strategies to advance student's current career status
- Participate in discussions on music business topics.
- Develop an overview of internet applications in the music business, artist marketing and merchandising, and union membership

CSLOs

- The successful student will demonstrate comprehension of the concepts of copyright law, contracts, agents/managers, music publishing, performance rights organizations, record deals, concert promotion, artist promotion kits, trademarks on band names and accessories, and careers in music.
- The successful student will complete a project demonstrating comprehension of one of the music business areas listed in SLO 1.

Course Delivery

This course is online and asynchronous. Activities, materials, reading, assignments, and discussions will be available on Canvas. All the required materials will be provided on Canvas; the textbook listed below is optional but recommended.

Recommended Supporting Text

- Jeffrey Brabec, Todd Brabec. Music, money, and success: the insider's guide to the music industry, 8th ed., Schirmer Books, New York 2018.

Communication

- Instructor: Professor Marcel Castro-Lima, Pronouns: He/Him
- Office Hours: Wednesday, 9am-10:40am, on Zoom.
- Email: castrolimamarcel@deanza.edu

If you have a private question, please contact me via email, and I will respond within 24 hours on weekdays (usually sooner).

Assessment:	Weekly Journals:	60%
	Midterm Case Study:	20%
	Final Project:	20%

Grade System

Letter Grade	Range
A	100%to94.5%
A-	94.5%to89.5%
B+	89.5%to86.5%
B	86.5%to83.5%
B-	83.5%to79.5%
C+	79.5%to74.5%
C	74.5%to69.5%
D+	69.5%to66.5%
D	66.5%to63.5%
D-	63.5%to59.5%
F	59.5%to0%

LATE WORK

Assignments will be accepted after the due date according to the following rules: Ten percent (10%) of the maximum possible points will be subtracted for each working day (24 hours) the assignment is late. This will continue until 5 days have elapsed beyond the due date, when the points total will drop to zero and no credit will be earned. If you have clear and compelling reasons for not getting an assignment in on time, please let me know on or before the day it is due, and I will arrange an extension for you.

Tentative Schedule:

Week	Topic	Assignment
1	Introduction to the Music Industry	Journal 1
2	Music Copyright & Intellectual Property	Journal 2
3	Artist Management & Development	Journal 3
4	Record Labels	Journal 4
5	Music Marketing & Promotion	Journal 5
6	Midterm	
7	Touring & Live Events	Journal 6
8	Music Licensing & Synchronization	Journal 7
9	Building a Sustainable Career	Journal 8
10	Music Technology & Innovation	Journal 9
11	Final Project	