

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

[CLASS ]

[MUSIC]

**Expanded Course Outline**

<b>Course Subject Area:</b>	<b>MU</b>
<b>Course Number:</b>	<b>3911</b>
<b>Course Title:</b>	<b>Seminar for Music Industry Studies</b>
<b>Units:</b>	<b>1</b>
<b>C/S Classification #:</b>	<b>05</b>
<b>Component:</b>	<b>Seminar</b>
<b>Grading Basis:</b> (graded only, CR/NC only, student's choice)	<b>Graded only</b>
<b>Repeat Basis:</b> (may be taken once, taken multiple times, taken multiple times only with different topics)	<b>May be repeated up to 2 times.</b>
<b>Cross Listed Course:</b> (if offered with another department)	
<b>Dual Listed Course:</b> (if offered as lower/upper division or undergraduate/graduate)	
<b>Major course/Service course/GE Course:</b> (pick all that apply)	<b>Major course</b>
<b>General Education Area/Subarea:</b> (as appropriate)	
<b>Date Prepared:</b>	<b>3/30/15</b>
<b>Prepared by:</b>	<b>Arthur Winer</b>

**I. Catalog Description**

Weekly seminar examining and discussing issues involved with the music and entertainment industries. Topics may also include making presentations, business practices, and research methods.

**II. Required Coursework and Background**

Prerequisite: MU 104 or MU 1040

**III. Expected Outcomes**

Students will:

1. Research topics of contemporary or historical relevance to the music industry.
2. Complete presentations on topics relevant to Music Industry Studies
3. Discuss Music Industry Studies topics in seminar.
4. Attend Music Industry Studies senior projects, concerts and special events as determined by the instructor.

The outcomes of this course relate to the following Music Department Student Learning Outcomes:

- #2: Communicate effectively--verbally and in writing--about specific musical works and musicians, about the creative process in music, and about music's role in human culture.
- #4: Demonstrate and articulate personal growth as a musician and student of music in the world.
- #6: Develop specialized knowledge appropriate to the option or emphasis area.

**BA in Music:**

- #3. **Communicate effectively**--verbally and in writing--about specific musical works and musicians, about the creative process in music, and about music's role in human culture.
- #5. **Demonstrate and articulate** artistic growth as a musician and student of music in the world.

**BA in the MIS Option:**

- #1. **Interpret** relationships between music and: commerce; technology; media; and audience.
- #2. **Articulate** fundamental understanding of entrepreneurship and standard music industry practices.

**BM in Music:**

- #2. **utilize** current/recent technologies appropriate to the musical endeavor.
- #9. **think, speak and write** clearly at the college level.

**IV. Instructional Materials**

Baskerville, David. *Music Business Handbook & Career Guide*. 10<sup>th</sup> Ed. Thousand Oaks: Sage Publications, 2012.

**V. Minimum Student Material**

Internet access.

**VI. Minimum College Facilities**

Classroom/lecture hall with Internet access, sound playback capabilities, piano or keyboard, and video projection system. Blackboard (or equivalent) on-line site.

**VII. Course Outline**

1. Students research topics of contemporary or historical relevance to the music industry.
2. Students prepare presentations relevant to topics in the music industry.
3. Students discuss topics relevant to the music industry in seminar.

4. Students attend Music Industry Studies senior projects, concerts and special events as determined by the instructor.

### **VIII. Instructional Methods**

1. Lectures, student involvement through discussions based on readings, lectures, subjects and hypothetical problems.
2. In-class discussions and presentations.

### **IX. Evaluation of Outcomes**

Written article summaries.

Class participation and attendance.

Attendance of Music Industry Studies events as determined by instructor.