

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

[CLASS]

[MUSIC]

Expanded Course Outline

Course Subject Area:	MU
Course Number:	3961
Course Title:	Music Publishing, Copyright, and Licensing
Units:	3
C/S Classification #:	04
Component:	Lecture
Grading Basis: (graded only, CR/NC only, student's choice)	Graded only
Repeat Basis: (may be taken once, taken multiple times, taken multiple times only with different topics)	Taken once
Cross Listed Course: (if offered with another department)	
Dual Listed Course: (if offered as lower/upper division or undergraduate/graduate)	
Major course/Service course/GE Course: (pick all that apply)	Major course
General Education Area/Subarea: (as appropriate)	
Date Prepared:	March 25, 2015
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I. Catalog Description

Music publishing administration, copyright law, songwriter and publisher contracts, music licensing and clearances. Legal rights and obligations. Discussion of concepts: personal service, exclusivity and conflict of interest, issues of publicity versus privacy, anti-trust, trademark and labor law.

II. Required Coursework and Background

Prerequisite(s): MU 104 or MU 1040

III. Expected Outcomes

Upon completion of this course, students will have knowledge of:

1. The practical aspects of music publishing contracts and catalogue administration.
2. General copyright law, songwriter and publisher contracts, music licensing, and clearance.
3. The role of the publisher and important provisions of publishing agreements.
4. The various sources of income for songwriters and publishers.
5. Music uses in television, motion pictures, commercials, and new media, including video games and the Internet.

6. An understanding of the basic legal concepts that drive the current music industry, and alternative business models that might be utilized by the music industry in the future.
7. The ability to communicate using standard music industry terminology.

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.
#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:

- #8. **promote** musical culture in the community.
#9. **think, speak and write** clearly at the college level.

IV. Instructional Materials

Passman, Donald S. *All You Need to Know about the Music Business*, 8th ed. New York: Free Press, 2012.

Winogradsky, Steven. *Music Publishing: The Complete Guide*. Van Nuys: Alfred Music Publishing, Inc., 2013.

V. Minimum Student Material

Textbook(s), notebook (paper) and standard writing materials.

VI. Minimum College Facilities

Classroom for lecture/problem solving sessions.

VII. Course Outline

1. Overview of the music publishing industry
2. Copyright basics
3. Mechanical licensing
4. Print licensing
5. Performing Rights Organizations
6. Synchronization Licensing
7. Songwriter Agreements
8. Publishing Administration
9. Composer Agreements
10. Music Industry Roles
11. Record Deals
12. Sampling
13. Digital Media

VIII. Instructional Methods

1. Lecture/discussion/problem solving.
2. Guest speakers.

IX. Evaluation of Outcomes

Students will be evaluated on:

1. Participation and attendance
2. Written assignments/essays
3. Quizzes that test knowledge and comprehension of assigned reading materials and lectures
4. Final Exam that demonstrates comprehension of course materials as they apply to real world scenarios.