

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

[CLASS ]

[MUSIC]

**Expanded Course Outline**

<b>Course Subject Area:</b>	<b>MU</b>
<b>Course Number:</b>	<b>1040</b>
<b>Course Title:</b>	<b>Careers in Music</b>
<b>Units:</b>	<b>3</b>
<b>C/S Classification #:</b>	<b>04</b>
<b>Component:</b>	<b>Lecture</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)	<b>Taken once</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/GE</b>
<b>General Education Area/Subarea:</b> (as appropriate)	<b>GE sub-area E</b>
<b>Date Prepared:</b>	<b>12/22/2014, revised 5.23.15</b>
<b>Prepared by:</b>	<b>Jennifer Amaya (D. Kopplin)</b>

**I. Catalog Description**

Survey of careers in music and related fields, with emphasis on entrepreneurship and individual career options and planning. Overview of the roles and responsibilities in music performance, education, composition, production, and business. Course fulfills GE Area E.

**II. Required Coursework and Background**

None.

**III. Expected Outcomes**

1. Achieve comprehensive knowledge of the numerous career opportunities available in the music and related industries.
2. Demonstrate knowledge of the career roles, responsibilities, relationships, structures and business practices of the music industry.
3. Achieve working knowledge of the business framework within which a musician has to function.
4. Achieve an introductory level awareness of the legal and ethical issues within the music industry.
5. Create a personal career plan.

MU 1040 supports the mission and vision of the Music Department by encouraging “all students to realize their highest artistic...and professional potential,” and by preparing students “for a variety of careers in music.” Additionally, MU 1040 supports the following Music Department Student Learning Outcome(s):

#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.

#5. Articulate a holistic understanding of the many influences on any musical endeavor.

#6. Develop specialized knowledge appropriate to the option or emphasis area.

MU 1040 meets the following Music Department standard for a GE course: “The individual completing a GE course in music will be able to discuss and appraise the role of music in a balanced life, using appropriate vocabulary and examples from the course.”

MU 1040 meets Cal Poly Pomona’s expectation for students to “succeed in their chosen field, adapt to a changing workplace, be engaged citizens in their communities, and become lifelong learners.”

MU 1040 supports the following Cal Poly Pomona General Education Goals and Measurable Outcomes:

**I.a. Write effectively to various audiences.**

**I.b. Speak effectively to various audiences.**

*(Students will be required to communicate with professionals in music, business, and related fields; students must analyze, in writing, their observations.)*

**III.b. Apply principles, methods, value systems, and ethics of social issues confronting local and global communities.**

*(This is accomplished through lectures, readings, and discussion of legal and ethical issues in the music industry.)*

**IV.a. Analyze the factors that contribute to individual well-being, such as physical, mental, nutritional, emotional, intellectual, spiritual, financial, social, or environmental.**

*(All aspects of music careers are covered in lectures, readings, discussions and visits from professionals in industry, including relationships and daily life.)*

**IV.b. Demonstrate activities, techniques, or behaviors that promote intellectual or cultural growth.**

*(Readings, lectures, guest lectures, and self-analysis assignments address this.)*

**IV.c. Engage in communities (campus, regional, etc.) or participate in civic activities for the betterment of personal and public life.**

*(Lectures, guest lectures, readings and discussions cover the topic of community engagement and participation in civic activities.)*

MU 1040 supports the following Music Department Student Learning Outcome(s):

**BA in Music:**

- #1. **Discuss and appraise** the role of music in a balanced life, using appropriate vocabulary and examples.
- #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.

**BM in the Performance Option:**

- #1. **apply** skills for collaborative music making (including chamber music and conducting)
- #3. **discuss** pedagogy of their instrument at a foundational level.
- #5. **model** entry-level professional performance skills on a primary instrument or voice, through a capstone recital

**BM in the Composition Option:**

- #3. **produce** a capstone project that presents an extended work or several shorter works, showing their 'voice' as a composer.

**IV. Instructional Materials**

Baskerville, David and Tim Baskerville. *Music Business Handbook and Career Guide*, 10<sup>th</sup> ed. Thousand Oaks, CA: Sage Publications, 2012.

Beeching, Angela Miles. *Beyond Talent: Creating a Successful Career in Music*, 2<sup>nd</sup> ed. Oxford, New York, et al: Oxford University Press, 2010.

Brabec, Jeffrey and Todd Brabec. *Music, Money, and Success: The Insider's Guide to Making Money in the Music Business*, 7<sup>th</sup> ed. New York: Schirmer Trade Books, 2011.

Cutler, David. *The Savvy Musician: Building a Career, Earning a Living, & Making a Difference*. Pittsburgh, PA: Helius Press, 2010.

Supplemental readings on the current business practices in the music industry from such sources as the *Los Angeles Times*, *Wall Street Journal*, *New York Times*, *Billboard*, *The Hollywood Reporter*, *Daily Variety*, and similar print and online sources.

## **V. Minimum Student Material**

Textbook, standard notebook, internet and library access.

## **VI. Minimum College Facilities**

A “smart” classroom with audiovisual equipment.

## **VII. Course Outline**

1. Awareness of the wide variety of careers available in the music industry, as well as in the related audio and sound industries.
2. Expected career roles, responsibilities, interrelationships, time commitments, geographical requirements, and salaries.
3. Planning and preparing for careers in the music business.
4. Legal and ethical issues as they relate to music industry personnel.
5. Entrepreneurship.
6. Freelancing.
7. Financial and time management.
8. Potential societal and cultural impacts of music in the world.

## **VIII. Instructional Methods**

1. Lecture
2. Classroom Discussion (large and/or small group)
3. Guest Speakers
4. Field Trips (if possible, to provide direct contact with the music industry and a first-hand look at personnel in action)

## **IX. Evaluation of Outcomes**

1. Written Career Research Report
2. Chapter and/or Lecture Quizzes
3. Written Evaluation of Interview with Music Industry Professional
4. Written Career Plan
5. Final Culminating Essay Exam

Students are required to complete multiple writing assignments throughout the quarter (a career research report, a written paper describing their interview with an industry professional, as well as a culminating final exam essay).

The evaluation methods above align to the following learning outcomes in the following ways:

1. The written career research report and chapter/lecture quizzes allow students to “achieve comprehensive knowledge of the numerous career opportunities available in the music and audio industries.”
2. The written career research report, chapter/lecture quizzes, industry professional interview and evaluation, written career plan, and final essay give students the opportunity to “demonstrate knowledge of the career roles, responsibilities, relationships, structures and business practices of the music industry.”
3. The written career research report, chapter/lecture quizzes, interview and evaluation, and written career plan allow students to “achieve working knowledge of the business framework within which a musician has to function.”
4. The chapter/lecture quizzes help students to “achieve an introductory level awareness of the legal and ethical issues within the music industry.”
5. The written career plan assignment and final culminating essay require students to “create a personal career plan.”

## **X. Assessment and GE Assessment**

### **GE Student Learning Outcomes...**

**I.a. Write effectively to various audiences.**

**I.b. Speak effectively to various audiences.**

**III.b. Apply principles, methods, value systems, and ethics of social issues confronting local and global communities.**

**IV.a. Analyze the factors that contribute to individual well-being, such as physical, mental, nutritional, emotional, intellectual, spiritual, financial, social, or environmental.**

**IV.b. Demonstrate activities, techniques, or behaviors that promote intellectual or cultural growth.**

**IV.c. Engage in communities (campus, regional, etc.) or participate in civic activities for the betterment of personal and public life.**

**... are met in the following manner:**

<b>MU 1040</b>	<b>GE Learning Outcomes</b>					
<b>Assignments</b>	<b>I.a.</b>	<b>I.b.</b>	<b>III.b.</b>	<b>IV.a.</b>	<b>IV.b.</b>	<b>IV.c.</b>
Interview/Report	X	X		X		
Career Plan	X			X	X	
Lectures/Discussions		X	X	X		X
Guest Lectures		X		X		X
Essay Exams	X			X	X	