Course Information Form (CIF)

Course Code: MUS 168

Course Title: Introduction to Music Business

Department: Arts, Media, and Social Sciences
PCS Code: 1.1 - Baccalaureate/Transfer
CIP Code: 10.0203
Repeatability: 0

Effective Date: Summer 2026

Credit Hours

Catalog Notation: 3-0-3
Credit Hour Distribution:

Lecture: 3	Lab: 0	Clinical: 0	**Total: 3**

General Course Information

Catalog Description

Provides an in-depth overview of the essential aspects of the music business industry. Students will gain a broad foundational understanding of how the modern music industry works from a variety of perspectives including artists, record labels, and studios.

General Course Objectives

To introduce students to the most important aspects of the music business industry. Topics covered include music copyright, publishing, record labels, artist management, streaming, distribution, marketing, and career opportunities.

Minimum Placement Levels

English	Reading	Math
None	Placement out of CCS 098	None

Prerequisites

None

Methods of Evaluation

A minimum of 5 quizzes/tests, a minimum of 2 analysis papers, and a minimum of 1 major presentation.

Instructional Materials and Additional Supplies

Music Business Handbook and Career Guide, Baskerville. (current edition)

Course Content

General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
History of Music Business	1. Demonstrate an understanding of the detailed and complex history of the recorded music business.	8	0	0
Digital Music and Streaming	1. Analyze the digital shift in the industry and consider the changes and impact of the modern streaming model.	8	0	0
Music Copyright and Publishing	1. Distinguish the differences between copyrights for music compositions and music recordings. 2. Analyze the alternatives for traditional copyright such as Creative Commons. 3. Develop an understanding of music publishing and how written music is monetized.	8	0	0
Record Labels and Artist Contracts	1. Distinguish the differences between major labels and independent labels. 2. Identify the key elements of an artist contract or 360 deal with a record label.	8	0	0
Promotion and Artist Management	1. Demonstrate an understanding of how music is promoted, marketed, and sold. 2. Analyze the role of managers.	8	0	0
Careers in the Music Industry	1. Demonstrate an understanding of the different career opportunities available in the modern music industry.	5	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0