MUST 3121 - Music Industry
Fall 2020
F 10:00-10:50AM

Instructor: James Adams M.M.
Email: adamsjf@sfasu.edu
Office: McKibben 456
Office Hours: MTWTH 2-3PM, F 9-10 or by Appointment
Class Location: McKibben 468 and Streaming

Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


Course Description:

Co-requisite: MUT-320 Music Production Techniques

Taken in tandem with Music Production 1, this course surveys the history of the music industry, music copyright, industry practices, the current state of the industry and music dissemination avenues.

Learning Outcomes:

1. Students will demonstrate a basic understanding of current industry trends.
2. Students will command multiple dissemination procedures.
3. Students will complete a publication project.
4. Students will complete an academic research project that demonstrates their understanding of the course subject matter.
5. Students will demonstrate the ability to publish music to Youtube, Soundcloud, and other commonly used media dissemination resources.

Program Learning Outcomes:

1. Students will demonstrate experience and expertise in music technology hardware and software for live sound reinforcement, recording, editing, mixing, producing, MIDI sequencing, and notation.
2. Students will demonstrate broad knowledge of the music industry.
3. Students will have developed and honed their skills as musicians and recording artists.
4. Students will demonstrate a working knowledge of various studio and live sound equipment operations.
5. Students will be prepared to pursue careers in the music industry and/or graduate studies in music and sound technology.
Required Text and Materials:

- *All You Need To Know About The Music Business: 10th Edition* by Donald S. Passman
- Headphones with ⅛ and ¼ adaptors
- 32GB+ Flash Drive
- Access to Campus Internet or High-Speed Internet Connection at home for streamed lectures.

Course Requirements:

Publication Project: You will be tasked with publishing a piece of music, either in practice or the real world (both will work the same), to the web. You will also create a studio/artist/company name for your real/practice business and create a Soundcloud and You Tube account for your content. This will be a full release with cover art, music, titles, linear notes, and credits. Details of the assignment will be given in class.

Research Project: You will research a music copyright lawsuit that has occurred within the past 20 years. You will write a 3-page paper and present your findings to the class.

Homework/Quizzes: There will be a variety of homework and quiz assignments related to reading, class lectures and discussions.

Grading Policy:

1. Publication Project: 45%
2. Research Paper: 30%
3. Research Presentation: 10%
4. Quizzes: 10%
5. Participation: 5%

Grading Scale:
A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: 59 & Below

Weekly Schedule (Subject to change at the discretion of instructor):

*Per SFA policy, you are expected to spend at least 2 hours per week, outside of class time, practicing and working on assignments for this course. There will be weeks throughout the semester in which you will need to put slightly more time into your projects for this course. As SRT coursework in the SOM are a hybrid of artistic and technological studies, you will not only be working on projects and assignments but also regularly practicing.*

<table>
<thead>
<tr>
<th>Lesson Activities</th>
<th>Student Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Course Introduction and Syllabus Review</td>
</tr>
<tr>
<td>Week 2</td>
<td>Industry Overview and Book Introduction</td>
</tr>
<tr>
<td>Week 3</td>
<td>Today’s Music Industry</td>
</tr>
<tr>
<td>Week</td>
<td>Activity</td>
</tr>
<tr>
<td>------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Mid-Term Project Assigned (TTC 4hrs)</td>
</tr>
<tr>
<td>Week 4</td>
<td>Web Based Publication</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5</td>
<td>Record Deals</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6</td>
<td>Royalties</td>
</tr>
<tr>
<td>Week 7</td>
<td>Special Guest Presentation</td>
</tr>
<tr>
<td>Week 8</td>
<td>Management and Planning</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spring Break</td>
</tr>
<tr>
<td>Week 9</td>
<td>The Past, Present, and Future</td>
</tr>
<tr>
<td></td>
<td>(Final Project Details)</td>
</tr>
<tr>
<td>Week 10</td>
<td>Music Advertising in the Modern Age</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 11</td>
<td>The Art of Making Connections</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 12</td>
<td>Online Publication Precautions</td>
</tr>
<tr>
<td>Week 13</td>
<td>The Sampling Dilemma</td>
</tr>
<tr>
<td>Week 14</td>
<td>Research Presentations</td>
</tr>
<tr>
<td>Week 15</td>
<td>Research Presentations</td>
</tr>
<tr>
<td>Week 16</td>
<td>Final Projects Due</td>
</tr>
</tbody>
</table>

**Course Evaluations:**

Your participation in the evaluations of this course are very important and helpful to this class, program, and the university. Near the conclusion of each semester, students in the College of Fine Arts electronically evaluate courses taken with the college. The evaluation is used for a variety of important purposes including:

1. Course and program improvement, planning and accreditation;
2. Instruction evaluation purposes; and
3. Making decisions on faculty tenure, promotion, and retention.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the College of Fine Arts is committed to excellence in teaching and continued improvement. Therefore, your participation is crucial.

The course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the
survey, all rating and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

**Attendance Policy:**
*Class will begin promptly and on time. Role will be taken at the beginning of class.*

Due to the nature of this course, and the SRT field of study, attendance to class, sessions, and labs are crucial to your learning and are thus required. Experience, class interaction, and hand-ons activities are just as important to your training and understanding of concepts as is the academic study components of the program. With that being said, you are expected to arrive to class, lab times, and scheduled meetings, prepared and on time. If you arrive more than 5 minutes late without a valid, University approved excuse, or you did not make prior arrangements with your instructor, you will be marked absent. Additionally, *Sleeping in class* is not acceptable. If you are found to be sleeping in class, you will be marked absent and ask to leave. If you arrive to class and proceed to go to sleep, it is not considered that you attended the class.

You are allotted 1 unexcused absences. Upon receiving a **second unexcused** absence your grade will be reduced by a **letter grade**. Upon receiving a **third unexcused** absence, you will automatically receive an “F” grade for the course. Further information about absences can be found at the following university resource:

**Personal Electronic Devices:**

Cellphones, tablets, and personal electronic communication devices are to be turned off or set to silent while in class. You are here because you wish to pursue studies and/or a career in Sound Recording Technology, the Music Industry, etc. A ringing cellphone can ruin a recording session, distract an artist, interrupt a meeting or disrupt a learning environment. You must learn to be aware of the audible status of your devices. Should you be an individual who continually disrupts class because your device(s) beep, ring, or otherwise distract this learning environment, you will lose participation points and if the offenses continue, you will be asked to leave the class and will have to meet with the director of the SRT program before being allowed back into class.

**Obtaining Help:**

If you ever have questions regarding course content, assignments, test, etc., or feel that you require some additional help, please contact me immediately. Please make note of my office hours. If for some reason you are unable to attend my office hours, see me before or after class, or send me an email, to schedule an appointment. My line of communication is always open to you and I urge you to communicate any issues you may be having that may hinder your progress in this class, program, or university.

**Email and Correspondence:**

Any email correspondences regarding this course, homework, meetings, advisement, etc., should be sent from your SFASU email account. Additionally, the subject title should begin with MUST 3121. If you have a sensitive matter to discuss with me, please make arrangements to meet with me in person. Although I will make every effort to answer your emails as soon as possible, you should never expect an immediate response to your email. If you ever have an
emergency, a sensitive topic that needs immediate attention, or a time sensitive matter to address, call my or the school of music office.

**Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 936-468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Academic Dishonesty: Policy 4.1**

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

**Penalties for Academic Dishonesty**
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

**Student Appeals**
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

**Withheld Grades: Policy 5.5**

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the
same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This policy applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at https://www.sfasu.edu/judicial/earlyalert.asp or call the office at 936-468-2703.

**Classroom Policies:**

Our field of study, Sound Recording Technology, is a special field of study and we are fortunate to have such a program here at SFASU. We get to work and learn with specialized, and sometimes very, fragile and expensive equipment. Thus, the SRT program and associated classes have some specialized classroom rules that you may not be accustomed to in other university classes.

1. Wash your hands before entering class. In addition to helping to not spread germs and illness, we will be working on shared computer systems, mixers, and other equipment. Much of the equipment is hard to thoroughly clean and oil build up from your hands can also degrade the equipment. Washing your hands before class is a win-win for everyone and the university’s equipment.

2. Good Hygiene: Unlike a large format lecture class, where your professor is far away from you and only a few students may be in close proximity to you, we will all be working close together. At times, you and I will be side by side learning about materials, components, tools, and techniques used in SRT. For your health and the sake of your colleagues and me, please practice good hygiene.

3. Respect: You should know how to appropriately conduct yourself as a respectful and thoughtful adult. With that being said, demonstrating disrespect toward your colleagues, your instructor, equipment, or this institution will not be tolerated.
   a. Special note: if you ever have hopes of working in the music industry, you will need to know how to get alone with all sorts of people(s).

4. No texting in class.

5. Respect the equipment: you will be fortunate enough to work with some really special and expensive equipment. Please handle this equipment with the utmost care. Never
drop a microphone. Always be aware of yourself, surroundings, and others while handling the recording equipment.

SRT Lab Policies:

1. **No SRT Equipment is ever allowed to be removed from the SRT facilities without the presence of an SRT facility member or Graduate Teaching Assistant.**

2. **You are never allowed to borrow SRT equipment for off-campus gigs, events, or projects without the presences of the Director of SRT.**

3. Only SRT students are allowed in the lab. School of music students are welcome if permission has been given by the director of the SRT program. Non-school of music students are never allowed in the lab without special permission, arrangement, or the presence of an SRT faculty member or Grad Assistant.

4. Adhere to your schedule times. Show up on time and leave on time. Our space is limited and we must be courteous to one another. Additionally, this is great practice for the real world or sharing studio and artistic spaces.

5. Never load or install programs on the SRT workstations...EVER.

6. Always bring your own headphones to the lab. You will do most of your lab work on headphones however, if no one else is in the lab, you are welcome to use the loudspeakers.

7. Back up your work on your personal thumb, or external, drive. Never expect your session to live on the SRT lab machines.

8. **Safety! Never touch exposed wires!** Some of our equipment is high powered and if it becomes damaged and unnoticed, exposed wires can pose a hazard to you and others. Report any exposed power wires to your instructor immediately. Do not attempt to deal with it yourself. Safety! Your hearing is extremely important. Do not listen to music or recordings at high levels for extended periods of time.

9. If you are in the lab to log in your lab experience hours, you cannot be working on other class work. This is not a study hall. It is a space filled with advanced audio technologies for you to work with, explore, and create.