

**SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CITY COLLEGE  
ASSOCIATE DEGREE COURSE OUTLINE**

**SECTION I****SUBJECT AREA AND COURSE NUMBER:** Music Commercial 118**COURSE TITLE:**

Music Entrepreneurship

**Units:**

3

Grade Only

**CATALOG COURSE DESCRIPTION:**

This course is designed to provide students theoretical and practical applications to build a successful career as a self-employed music artist. Topics range from theoretical, such as goal-setting and building creative discipline, to practical, such as revenue streams, financial planning, and self-ownership. Emphasis is placed on a broad but strong understanding of what is necessary to build a successful life of self-employment in the music industry as well as an education on the specific resources that exist to do so. This course is designed for students interested in music.

**REQUISITES:**

NONE

**FIELD TRIP REQUIREMENTS:**

May be required

**TRANSFER APPLICABILITY:**

Associate Degree Credit &amp; transfer to CSU

**CID:****TOTAL LECTURE HOURS:**

32 - 36

**TOTAL LAB HOURS:**

48 - 54

**TOTAL CONTACT HOURS:**

80 - 90

**OUTSIDE-OF-CLASS HOURS:**

64 - 72

**TOTAL STUDENT LEARNING HOURS:**

144 - 162

**STUDENT LEARNING OBJECTIVES:**

Upon successful completion of the course the student will be able to:

1. Explain and develop a project plan for a self-employed musician.
2. Apply concepts of self-ownership including website, copyrights, licensing, booking, distribution, and working with lawyers.
3. Apply strategies for working with others in the music industry and team-building.
4. Assess current marketing strategies available to freelance and independent musicians.
5. Assess multiple types of possible revenue streams available to freelance and independent musicians.

## **SECTION II**

### **1. COURSE OUTLINE AND SCOPE:**

#### **A. Outline Of Topics:**

The following topics are included in the framework of the course but are not intended as limits on content. The order of presentation and relative emphasis will vary with each instructor.

- I. Establishing project
  - A. Project goals
  - B. Personal and finance goals
  - C. Product and merchandise
  - D. Life and family
  - E. Touring and travel
- II. Self-awareness
  - A. Self-assessment
  - B. Value list
- III. Entrepreneurship in music
  - A. Calculated risk
  - B. Adaptation
  - C. Planning
  - D. Organization
- IV. Creative process
  - A. Working through writer's blocks
  - B. Generating content consistently
- V. Self-ownership
  - A. Website
  - B. Copyrights
  - C. Licensing
  - D. Booking
  - E. Distribution
  - F. Working with lawyers
- VI. Team-building and leadership
  - A. Assembling a team
  - B. Delegating and follow-up systems
- VII. Engagement
  - A. Doing business with others
  - B. Building relationships
  - C. Ethics and reputation
  - D. Researching, approaching, and working with record labels
- VIII. The Art of Marketing
  - A. Marketing and outreach strategies
  - B. Analytics
  - C. Media outlets
- IX. Revenue streams
  - A. Online
  - B. Offline
  - C. Passive versus active income
- X. Freelancing
  - A. Negotiating
- XI. Discipline
  - A. Budgeting and financial planning

- B. Maintain consistency and adaptation
- XII. Project Management

**B. Reading Assignments:**

Reading assignments are required and may include, but are not limited to, the following:

- I. Textbook(s).
- II. Selections related to music entrepreneurship provided by the instructor.
- III. Consumer and trade publications, such as:
  - A. Entrepreneur
  - B. DIY
- IV. Selections from Internet websites, such as:
  - A. indiepreneur.io
  - B. musiciansway.com
  - C. savvymusician.com
  - D. aim.org.uk (Association of Independent Music)

**C. Writing Assignments:**

Writing assignments are required and may include, but are not limited to, the following:

- I. Short essays dealing with various aspects of the music entrepreneurship.
- II. In-class short answers to questions about the music entrepreneurship.
- III. Research paper on an occupation related to the music entrepreneurship.

**D. Appropriate Outside Assignments:**

Outside assignments may include, but are not limited to, the following:

- I. Reading assignments.
- II. Reviews of articles dealing with the music entrepreneurship found in current periodicals or Internet web sites.
- III. Research paper on an occupation related to the music entrepreneurship.
- IV. Short take-home essay assignments on various aspects of the music entrepreneurship.
- V. Creation of a web-based electronic press kit, using various social networking sites.

**E. Appropriate Assignments that Demonstrate Critical Thinking:**

Critical thinking assignments are required and may include, but are not limited to, the following:

- I. Develop a course of action for establishing self-employment in the music business.
- II. Create a plan for a publicity campaign for a personal music project.
- III. Create a plan for approaching, negotiating, and working with other organizations related to the music business.

**2. METHODS OF EVALUATION:**

A student's grade will be based on multiple measures of performance unless the course requires no grade. Multiple measures may include, but are not limited to, the following:

- I. Essay assignments.
- II. Research project.
- III. Class participation.
- IV. Quizzes and exams.
- V. Presentations.
- VI. Portfolio.
- VII. Music event participation.

**3. METHODS OF INSTRUCTION:**

Methods of instruction may include, but are not limited to, the following:

- \* Audio-Visual
- \* Collaborative Learning
- \* Computer Assisted Instruction
- \* Distance Education (Fully online)
- \* Lecture Discussion
- \* Lecture-Lab Combination

#### **4. REQUIRED TEXTS AND SUPPLIES:**

Textbooks may include, but are not limited to:

##### **TEXTBOOKS:**

1. Beeching, Angela Myles. Beyond Talent: Creating a Successful Career in Music, 3rd ed. Oxford University Press, 2020, ISBN: 9780190670580
2. Bobby Borg. Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget, 2nd ed. Rowman & Littlefield Publishers, 2020, ISBN: 978153813320

##### **MANUALS:**

##### **PERIODICALS:**

##### **SOFTWARE:**

##### **SUPPLIES:**

**ORIGINATOR:** Robert Kostlan

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**DATE:** 03/15/2019