

# MUS-1120: MUSIC BUSINESS II

---

## Cuyahoga Community College

### Viewing: MUS-1120 : Music Business II

#### Board of Trustees:

May 2025

#### Academic Term:

Fall 2025

#### Subject Code

MUS - Music

#### Course Number:

1120

#### Title:

Music Business II

#### Catalog Description:

Artist promotion, management, music agents, music in advertising, concert promotion, arts administration, and music entrepreneurship.

#### Credit Hour(s):

3

#### Lecture Hour(s):

3

#### Lab Hour(s):

0

#### Other Hour(s):

0

## Requisites

#### Prerequisite and Corequisite

MUS-1110 Music Business I.

## Outcomes

#### Course Outcome(s):

Describe the hierarchy of the entertainment Industry, music business, and contracts.

#### Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

#### Objective(s):

1. Discuss the career options which exist in the music industry.
  2. Define music business terminology.
  3. Explain functions, roles, and interrelationships of facets of music industry.
  4. Discuss typical contracts used in the industry and business considerations which pertain to songwriting, publishing, music licensing, unions, guilds, and the record industry.
-

**Methods of Evaluation:**

1. Written examinations
2. Written assignments
3. Student projects

**Course Content Outline:**

1. Arts and entertainment industry
  - a. Art vs. commerce
  - b. History of the music business
  - c. The music business and the economy
  - d. The music business system and interrelationship of parts
2. The music business players (career options)
  - a. Creative careers
  - b. Producing/directing careers
  - c. Performance careers
  - d. Teaching careers
  - e. Other music-related careers
3. Contracts
  - a. Basic components and general terms
  - b. Negotiations
  - c. Sample contracts
4. Songwriting, publishing, and copyrights
5. Music licensing, unions, and guilds
6. The record industry
  - a. Scope of the record industry
  - b. Record markets
  - c. Artists' recording contracts
  - d. Record production
  - e. Record promotion and distribution
  - f. Studios and engineers

**Resources**

Baskerville, David. *Music Business Handbook and Career Guide*. Denver, CO: Sheridan, 1989.

---

Borg, B. *Business Basics for Musicians*. 3rd ed. Lanham, MD: Rowman & Littlefield, 2024.

---

Borg, B., & Hastey, B. *Personal Finance for Musicians*. Lanham, MD: Rowman & Littlefield, 2023.

---

Passman, D. S. *All You Need To Know About the Music Business*. 11th ed. NY: Simon & Schuster, 2023.

---

Reynolds, A. *The Live Music Business: Management and Production of Concerts and Festivals*. England: Routledge, 2022.

---

Wixen, R. D. *The Plain and Simple Guide to Music Publishing*. 4th ed. Wisconsin: Hal Leonard, 2020.

---