FACULTY CURRICULUM COMMITTEE COURSE FORM

Contact Name: Scott Shanklin-Peterson  Email: petersons@cofc.edu  Phone: 953-6301 or 953-8241

Department or Program Name: Arts Management Program  School name: School of the Arts

Course Prefix, Number, and Title: ARTM 330: Music in the Marketplace

I. CATEGORY OF REVIEW (Check all that apply)
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

- [ ] New Course (attach syllabus)
- [ ] Change Number
- [ ] Change Title
- [ ] Change Credits/Contact hours
- [ ] Prerequisite Change
- [ ] Edit Description
- [ ] Approve for Cross-listing (attach rationale and written permission from relevant department)
- [ ] Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: Fall 2012

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

ARTM 210: Intro to the Music Industry or permission of the instructor

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?
  a) [ ] Yes  [X] No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

II. NUMBER OF CREDITS and CONTACT HOURS per week

<table>
<thead>
<tr>
<th>A. Contact Hours</th>
<th>Lecture</th>
<th>Lab</th>
<th>Seminar</th>
<th>Ind. Study</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2 hours 45 minutes</td>
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<table>
<thead>
<tr>
<th>B. Credit Hours</th>
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<tr>
<td>3</td>
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</table>

Is this course repeatable? [ ] yes  [X] no  If so, how many credit hours may the student earn in this course?
III. CATALOG DESCRIPTION Limit to 50 words EXACTLY as you want it to appear in the catalog: include prerequisites, co-requisites, and other restrictions.

This course will introduce students to the CD release process of recording, manufacturing, distribution, and promotion. Emphasis will be on the legal and financial challenges faced by small labels, how labels and musicians work together in the new music marketplace, the development of skills to help manage artists, and the use of social media marketing.

IV. RATIONALE or JUSTIFICATION: If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

The College of Charleston has identified the development of a music industry concentration as a priority within its strategic plan. There is great demand from many students majoring in Arts Management to focus in this area.

This course was offered as a special topic during Fall 2011 and Spring 2012. It represents the third music industry course the Arts Management Program is developing. The other two are ARTM 210: Introduction to the Music Industry and ARTM 360: Case Studies in Venue/Event Management.

Students have found this course to be a valuable learning experience that plays an important role in helping students meet the ARTM learning objectives.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Students express clear, persuasive ideas that demonstrate communication skills</td>
<td>Students are expected to write a number of press releases for music projects and prepare a comprehensive final paper on a music industry related topic.</td>
</tr>
<tr>
<td>2. Students promote the arts to a wide range of diverse audiences.</td>
<td>Students are expected to maintain an effective class blog and social media accounts, successfully promote the release of a selected music recording and a music showcase to local media and directly to music fans.</td>
</tr>
<tr>
<td>3. Students critically analyze the management of arts organizations and businesses from a variety of perspectives.</td>
<td>Students analyze record labels and present complete profiles, album release histories and thoroughly evaluate business and promotional choices made by these organizations.</td>
</tr>
</tbody>
</table>

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

The Arts Management major prepares students for careers in the rapidly evolving creative sector through a comprehensive program of academics and experiential learning. The interdisciplinary curriculum reinforces the College's liberal arts foundation while emphasizing management, communication, and innovation in the arts.
VII. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted course on other programs and courses: if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

The addition of this course to our curriculum will allow students who have taken ARTM 210 – Introduction to the Music Industry, to continue their academic studies of the music industry within the Arts Management Program.

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

No additional costs. The adjunct instructor is already funded.

IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:
   
   [Signature]
   Date: 3/1/12

2. Signature of Academic Dean:
   
   [Signature]
   Date: 3/1/12

3. Signature of Provost:
   
   [Signature]
   Date: 3/8/12

4. Signature of Curriculum Committee Chair:
   
   [Signature]
   Date:

5. Signature of Faculty Senate Secretary:
   
   [Signature]
   Date:

Date Approved by Faculty Senate: ______________________________

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
ARTM360: Music in the Marketplace

Instructor: Heather McDonald
Cell: 919-633-1480
Email: hlmcdona@gmail.com
Office Hours: By Appointment

Text: All You Need to Know About the Music Industry, 7th Edition, by Donald S. Passman. (Additional course reading material will be provided throughout the semester.)

Course Description

In this course, students will get hands on experience completing one of the most important – and toughest – things to do in the music industry: getting music to the marketplace. As a class, we will select a local artist and work to release their music. From recording to distribution and promotion, we will work step by step through the release process. Along the way, we will learn about the legal and financial challenges faced by small labels and discuss how labels and musicians can and should work together in the new music marketplace. Through our work, we will also answer an important question for today’s music industry - do record labels still matter? We will return to that question repeatedly throughout the course.

Students will be broken into small groups, each responsible for researching one aspect of the release process and presenting the options for their responsibility area to the class.

Further, to be successful in music, you must be a student of music. To increase your knowledge of music history as well as the history of the industry, students will be completing short case studies of musicians and labels throughout the semester to see what we can learn from their stories.

Throughout the semester, we will rely heavily on social media and web based promotion. Students will be expected to blog and be active on our social media pages on a regular basis. These outlets will be a place for students to discuss their own take on the modern music industry and to discuss what they are learning as we work on our release.

Effective written communication is critical in the music industry, and as such, we will emphasize polishing our writing skills throughout the semester. Students are strongly encouraged to seek help from The Writing Lab as needed. I am also available to help with any writing concerns - please do not hesitate to run your questions by me.
Honor Code

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. Students can find a complete version of the Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

SNAP Students

SNAP students are encouraged to notify me of their status and talk to me about any concerns at the start of the semester. If you think you will need special accommodations for any testing, please come see me.

Attendance

Please make every effort to attend class regularly. Attendance is an important component of your grade, and given the collaborative nature of this course, your presence in class is essential. After two unexcused absences, you will be ineligible for an “A” in the class. Three unexcused absences mean you will be ineligible for a “B,” four unexcused absences make you ineligible for a “C” and five unexcused absences make you ineligible for a “D.”

For an excused absence, you must contact me BEFORE class with an explanation of your issue. You are responsible for all missed coursework.

Grading

The grading breakdown is as follows:

Attendance/Participation: 15%
Group Project: 25%
Blogging/Social Media: 20%
Midterm: 20%
Final: 20%

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92%</td>
</tr>
<tr>
<td>B+</td>
<td>87-89%</td>
</tr>
<tr>
<td>B</td>
<td>83-86%</td>
</tr>
<tr>
<td>B-</td>
<td>80-82%</td>
</tr>
<tr>
<td>C+</td>
<td>77-79%</td>
</tr>
<tr>
<td>C</td>
<td>73-76%</td>
</tr>
<tr>
<td>C-</td>
<td>70-72%</td>
</tr>
<tr>
<td>D+</td>
<td>67-69%</td>
</tr>
<tr>
<td>D</td>
<td>63-66%</td>
</tr>
<tr>
<td>D-</td>
<td>60-62%</td>
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<tr>
<td>F</td>
<td>0-59%</td>
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</tbody>
</table>
Grading Policies:

- All assignments will be collected at the start of class on the due date. In the case of email submissions, assignments will be due by 11:59 PM on the due date. Your email time stamp will be your proof of on-time submission. For blogs/social media, the time stamp on the submission is your proof. It is your responsibility to check that your posts have published and to contact me with any issues.
- Five points will be deducted per day for late assignments.
- Please submit written assignments in MS Word, double spaced, 12 pt type.

Weekly Social Media Activity

Every Sunday, I will send out a question for you to answer on our course blog. The question may ask to expand on what we're working on in class or to complete a brief case study of a label, artist, music genre or music “scene.” Please post your responses on the class blog by Thursdays at 11:59 PM. Please also submit a hard copy to me in class on Thursdays or by email by Thursday night.

I will let you know the target word count for each assignment as I send them out. Please remember that these assignments should be fun to complete and are designed to let you air your views on the industry and/or explore the music you like in more depth.

Please also post on at least one of the class social media accounts at least twice a week. Posts don’t have to always specifically address our coursework, but they should be music related. Posting more than once a week and responding to classmates’ posts (and blog entries) will earn you bonus points on your participation grade.

Group Projects

During the first week of class, you will be assigned to a group that will be responsible for a specific aspect of the release. As a group, you will be required to make a 10 minute class presentation about your topic, both generally and how it relates to our work. Your group will also be the “department” in charge of that aspect of our release and be responsible for periodic updates on the progress in that area. You will be given time during class to meet with your group once a week.

You will be given many more details about how your group should work and how you will be graded during class. Due dates will be assigned during the first week of class.
Lesson Schedule

Please note that lesson schedule is subject to change! Because of the hands-on nature of our work, our schedule will be very fluid - just one more reason why attending class matters! Note that we will also have guest speakers periodically throughout the semester.

Week 1
August 23 - Course Intro/Artist Selection
*We will set up class blog and social media accounts this week. We will also name our label and choose a logo.

Week 2
August 29 - Making the Deal/Indies vs. Majors

Week 3
September 5 - Manufacturing and Distribution: Weighing the Options

Week 4
September 12 - Identifying The Audience: Genre Matters

Week 5
September 19 - Promotion and Marketing: Spreading the Word/Press Release Writing

Week 6
September 26 - Promotion and Marketing Continued

Week 7
October 2 - Release Check-Up/Midterm Review
*During a Release Check-Up, we will review the progress with the recording, manufacturing, distribution and promotion of our release and launch show. Consider this a time to run down our to-do list so we can see what we’ve accomplished, what we need to follow-up on and what new ideas we can add based to our project on what we’ve learned. In the final month before the release date, we will have a check-up once per week.

Week 8
October 11 - Midterm/Planning the Final Push

Week 9
October 16 - 18 -Fall Break - Have Fun!
October 19 - The Art of the Follow-Up

Week 10
October 24 - Playing Live: Why It Matters and What the Label Should Do about It
**Week 11**
October 31 - Cover Art and New Release Branding

**Week 12**
November 7 - Release Check-Up/Merchandising

**Week 13**
November 14 - Release Check-Up/Social Media Metric and Promotion Evaluations

**Week 14**
November 21 - Release Check-Up
*No Class November 24 - Happy Thanksgiving!*

**Week 15**
November 28 - Release Check-Up/Final Exam Review

**Week 16**
**Release Week!** Classes end Monday, December 5, so no class this week. Final exams begin Wednesday, December 7. We have a big day on December 6, however - it is our release day! Be sure to spread the word!