

A - New Course Proposal V. 7.2022 : Entry # 2740**DEAN Decision**

Approved

Date

23/04/26

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

04/28/2023

Begin Form**Today's Date**

04/05/2023

Your Name:

John Turner

Your Email:jturner@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Marc Foster

Email address of your Department Chairmfoster@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Arts & Design

Which semester is this course to be taught for the first time?

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Fall 2024

Information for the Registrar**Choose the department designator from the list below.**

MUS

Proposed Course Number?

2800

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Introduction to Music Business

Write the catalog description of your proposed course:

This course provides a general overview of music business topics surrounding content creation, talent management, and marketing. Four credit hours.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Fall semester

Does your course have any prerequisites?

No

Is this new course being proposed because of a new or revised major or minor proposal?

Yes; for the Music Business Concentration submitted 9/12/2022 by Marc Foster

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

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- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

Music with Business Concentration - required

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

The mission of the music department stresses the development of professional as well as technical skills, as well as global vision for the significance of music in community. The proposed music business concentration, which this course supports, will provide students with the tools to succeed in the music industry, both as independent artists sharing a vision with a community of fans, as well as business professionals curating, developing, and disseminating talent to a variety of markets. Given the powerful role of music in forming social identity, binding communities together, and building bridges between communities, this course is clearly aligned with the departmental mission.

List all student learning outcomes for this course.

Objective #1: The Business of Content Creation: Accounting, Publication/Copyright, Royalties

Students will explore topics in business related to teaching, songwriting/arranging, and/or performing, and complete a significant project that applies and synthesizes one or more areas into a business plan or model.

Objective #2: The Business of Talent Management: Production, Media, and Contracts

Students will explore topics in business related to artist management, music production, legal representation, and contracts and complete a significant project that applies and synthesizes one or more areas into a business plan or model.

Objective #3: The Business of Marketing: Booking, Promotion, Merchandising

Students will explore topics in business related to marketing and complete a significant project that applies and synthesizes one or more areas into a marketing plan or model.

List any units or content areas that will be required for all sections of this course.

The content and schedule for this course may be flexible, but it will prepare students for success in MUS 3800. Accordingly, it will be closely aligned with the pedagogy for MUS 3800, and periodically reviewed to ensure students are adequately prepared to continue in the program.

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While traditional tests and quizzes may be used, it is preferred that the significant projects in this course reflect the areas outlined in the course objectives, and incorporate real-world applications. The business models/plans described in the sample syllabus are one example of how this might be achieved.

List any readings or other materials that will be required for all sections of this course.

Readings will be at the discretion of the instructor, but will include current, respected publications in the field.

List any course policies that will be required for all sections of this course.

All policies required by the School of Arts and Design should be included.

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

n/a

Sample Syllabus

- [MUS-2800-Introduction-to-Music-Business.docx](#)