

GRANDE PRAIRIE REGIONAL COLLEGE  
DEPARTMENT OF FINE ARTS

COURSE OUTLINE  
DD 1095 UT3 WINTER 2002  
MEDIA INDUSTRY  
TUES & THURS. 11:30 - 12:50  
JAMES OLDENBURG RM. L120

**Course Description :** An Introduction into the business of music as it functions in today's world.

**Prerequisite :** Typically 2nd year students with enough musical background to actually have something to promote

**Course in perspective:** This course will develop skills needed in preparation and promotion of an artist in the music industry. Topics will include marketing, promotion, record sales, contracts, recording options, manufacturing, sampling, copyright, and financing.

**GRADING :** assigned weekly projects 50%  
(this may involve field work outside of class time as assigned )  
attendance and class participation 15%  
final exam 35%

Students will need access to the Internet on a regular basis as well as supply original recorded material to include in promotional packages of their own design.