

**Grande Prairie Regional College
Fine Arts Department**

**Course Outline
MU1090 UT 3(3-0-0) Winter 1998**

An Introduction to Arts (Music) Industry

Friday 1:00-3:50, Studio B
Instructor: Lionel Allingham

- 1. Course Description:** An introduction to the business of the music industry. The course covers image promotion and marketing strategies; legal aspects, manufacturing and marketing, radio, video, distribution and agencies.
- 2. Course Prerequisites:** There are no prerequisites for this course. Performance experience and theoretical knowledge of art or music is not required.
- 3. Course in Perspective:** The purpose of this course is to introduce students to the multifaceted arts (music) industry.
- 4. Assignments:** Students will demonstrate their knowledge and understanding through research projects and presentations.
- 5. Grading:** Grades will be determined by the following.
 - A. 10% Class participation.
 - B. 10% Class presentations
 - C. 40% Mid-term.
 - D. 40% Final portfolio.
- 6. Suggested Readings:** Fink, Michael. (1989). Inside the music business; music in contemporary life. New York: Schirmer Books.
Cable, Gary W. (1991). The life of a song; use, licensing and assignment of musical copyrights. Edmonton: McLennan Ross Barristers and Solicitors.