

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF FINE ARTS

Course Outline
MU1090 UT 3(3-0-0) Winter 1997

An Introduction to the Arts Industry

Time and Location: MWF 10:00-10:50, M130
Instructor: Rolf Boon

- 1. Course Description:** An introduction to the business of the arts as they function in North America. The course covers the history and artistic trends in the recording business; copyrights, publishing rights, performing rights and licensing; production, manufacturing and marketing; radio, video, film and television; retail music; arts management, gallery operations and granting agencies.
- 2. Course Prerequisite:** There are no prerequisites for this course. Performance experience and theoretical knowledge of art or music is not required.
- 3. The Course in Perspective:** The purpose of this course is to introduce students to the arts industry by examining the structures, procedures, functions and history of various industry related organizations.
- 4. Assignments:** The students will demonstrate their knowledge and understanding of one of the key components of the course through a research project and presentation. Regular reading assignments are also required and will be evaluated by class quizzes.
- 5. Grading:** The students' grade will be determined by the following weighting:
 - A) 25% for classroom quizzes and assignments.
 - B) 30% for term research project.
 - C) 15% for mid-term examination.
 - D) 30% for final examination.
- 6. Text:** Fink, Michael. (1989). *Inside the music business: music in contemporary life*. New York: Schirmer Books.
- 7. Suggested Readings:**

Cable, Gary W. (1991). *The life of a song: use, licensing and assignment of musical copyrights*. Edmonton: McLennan Ross Barristers and Solicitors.

Humphries, Terri and McLean, Karen. (1993). *Music directory of Canada*. Louisville Quebec: Norris-Whitney Communications Inc.

——— (1994). *The musician's guide to the music business*. Media Pennsylvania: RMD & Associates Inc.