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| **(MUSC B36)** | | | | |
| **Student Learning Outcomes or AUO** | **Measure** | **PLO** | **ILO** | **GE** |
| 1. Explain components of recording contracts, record companies, mechanicals, and composer agreements. | Pre-test/Post test | 1, 2 | II, III | N/A |
| 2. Recognize basics of marketing, promotion, management, conventional and new media platforms. | Pre-test/Post test | 2 | I, III | N/A |
| 3. Demonstrate understanding of legal aspects of music industry, including copyrights, publishing, royalties, and licensing. | Pre-test/Post test | 2 | III | N/A |
| 4. Comprehend and execute promotional campaign which makes use of up-to-date  marketing techniques. | Pre-test/Post test | 1 | I, II, III, IV | N/A |
| 5. Demonstrate understanding of historical arc of music business. | Pre-test/Post test | 2 | III | N/A |
| **PLOs:**  **1.** The student will be able to identify and make use of pertinent components of audio recording systems, digital audio workstations, and other musical technologies affiliated with commercial music applications.  **2.** The student will demonstrate knowledge and application of key concepts in music business. Concepts include digital marketing, contracts, publishing, royalties, and booking.  **3.** The student will be able to identify and make use of relationships between audio hardware and software. Concepts include consoles, software synthesis, analog synthesis, microphone and microphone technique, signal processing, mixing, and mastering.  **4.** The student will demonstrate knowledge and familiarity with commercial music composition. Concepts include composing within genres and styles relevant to commercial music, creating production music and jingles, creating composition reel.  **ILOs:**   1. **Think critically and evaluate sources and information for validity and usefulness.** 2. **Communicate effectively in both written and oral forms.** 3. **Demonstrate competency in a field of knowledge or with job-related skills.** 4. **Engage productively in all levels of society – interpersonal, community, the state and nation, and the world.**   **GELOs:**  **Use the GE categories from the catalog if this is a GE course.**  **A-E** | | | | |