



# MUSC13410 *Music Business in the New Millennium*

## Term 2 - 2017

Profile information current as at 10/05/2024 12:13 pm

All details in this unit profile for MUSC13410 have been officially approved by CQUUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Students will examine the core principles underpinning the Music Entertainment Industry in the 21st Century and its effect in mediating entertainment commodities through global multinational business practices. Specific areas of discourse include multi-distribution strategies for online media services; including music download systems, revenue streams for both creators and distributors and digital copyright implications.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2017

- Distance

### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 30%

#### 2. **Written Assessment**

Weighting: 35%

#### 3. **Written Assessment**

Weighting: 35%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student Feedback

##### Feedback

Include additional course material on running an SME (Small-to-Medium Enterprise)

##### Recommendation

Include this in future offerings

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Articulate the fundamental business practices of the music industry in relation to all Rights forms, record company organisational structures and revenue streams
2. Critically analyse the role of multinational entertainment companies in product placement
3. Demonstrate a practical knowledge of legal music download systems and comparable awareness of design efficiencies and public recognition and response to music download devices

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



N/A  
Level



Introductory  
Level



Intermediate  
Level



Graduate  
Level



Professional  
Level



Advanced  
Level

### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks             | Learning Outcomes |   |   |
|------------------------------|-------------------|---|---|
|                              | 1                 | 2 | 3 |
| 1 - Written Assessment - 30% | •                 |   |   |
| 2 - Written Assessment - 35% |                   | • |   |
| 3 - Written Assessment - 35% |                   |   | • |

### Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes      | Learning Outcomes |   |   |
|--------------------------|-------------------|---|---|
|                          | 1                 | 2 | 3 |
| 1 - Communication        | •                 | • | • |
| 2 - Problem Solving      |                   |   |   |
| 3 - Critical Thinking    | •                 | • | • |
| 4 - Information Literacy | •                 | • | • |

| Graduate Attributes  | Learning Outcomes |   |   |
|--|-------------------|---|---|
|  | 1                 | 2 | 3 |
| <b>5 - Team Work</b>                                       |                   |   |   |
| <b>6 - Information Technology Competence</b>               | •                 | • | • |
| <b>7 - Cross Cultural Competence</b>                       |                   |   |   |
| <b>8 - Ethical practice</b>                                | •                 | • | • |
| <b>9 - Social Innovation</b>                               |                   |   |   |
| <b>10 - Aboriginal and Torres Strait Islander Cultures</b> |                   |   |   |

## Alignment of Assessment Tasks to Graduate Attributes

| Assessment Tasks                    | Graduate Attributes |   |   |   |   |   |   |   |   |    |
|-------------------------------------|---------------------|---|---|---|---|---|---|---|---|----|
|                                     | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <b>1 - Written Assessment - 30%</b> | •                   |   | • | • |   | • |   | • |   |    |
| <b>2 - Written Assessment - 35%</b> | •                   |   | • | • |   | • |   | • |   |    |
| <b>3 - Written Assessment - 35%</b> | •                   |   | • | • |   | • |   | • |   |    |

## Textbooks and Resources

### Textbooks

MUSC13410

#### Prescribed

#### Understanding the music industries

(2012)

Authors: Anderton, C., Dubber, A., & James, M.

Sage

London , UK

ISBN: 9781446207949 1446207943 1446207951 9781446207956

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Jason Smyth-Tomkins** Unit Coordinator

[j.smyth-tomkins@cqu.edu.au](mailto:j.smyth-tomkins@cqu.edu.au)

## Schedule

### Week 1 - 10 Jul 2017

| Module/Topic  | Chapter                                  | Events and Submissions/Topic |
|---|--|------------------------------|
| Introduction to the music industry: music as a business | Anderston, Dubber, and James - Chapter 1 |                              |

### Week 2 - 17 Jul 2017

| Module/Topic           | Chapter                                   | Events and Submissions/Topic |
|------------------------|---|------------------------------|
| Copyright in Australia | Simpson: Copyright and Music - The Basics |                              |

### Week 3 - 24 Jul 2017

| Module/Topic                                      | Chapter                                  | Events and Submissions/Topic |
|---|--|------------------------------|
| Copyright for educators, performers and recording | Anderston, Dubber, and James - Chapter 9 |                              |

### Week 4 - 31 Jul 2017

| Module/Topic  | Chapter                                  | Events and Submissions/Topic |
|---|--|------------------------------|
| Performing Rights Associations and Music Publishing | Anderston, Dubber, and James - Chapter 9 |                              |
| Music Production                                    | Anderston, Dubber, and James - Chapter 4 |                              |

### Week 5 - 07 Aug 2017

| Module/Topic | Chapter  | Events and Submissions/Topic  |
|--------------|--|---|
| Live Music   | Anderston, Dubber, and James - Chapter 7<br>Anderston, Dubber, and James - Chapter 5 | <b>Copyright case study</b> Due: Week 5 Monday (7 Aug 2017) 11:45 pm AEST |

### Vacation Week - 14 Aug 2017

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 6 - 21 Aug 2017

| Module/Topic                             | Chapter                                   | Events and Submissions/Topic |
|--|---|------------------------------|
| Songwriting and publishing               | Anderston, Dubber, and James - Chapter 3  |                              |
| Contractual Agreements and Relationships | Anderston, Dubber, and James - Chapter 10 |                              |

### Week 7 - 28 Aug 2017

| Module/Topic       | Chapter                                  | Events and Submissions/Topic |
|--------------------|--|------------------------------|
| Music Distribution | Anderston, Dubber, and James - Chapter 6 |                              |

**Week 8 - 04 Sep 2017**

| Module/Topic           | Chapter   | Events and Submissions/Topic |
|------------------------|-----------|------------------------------|
| Online music education | On Moodle |                              |

**Week 9 - 11 Sep 2017**

| Module/Topic                                       | Chapter   | Events and Submissions/Topic   |
|--|-----------|--|
| Website and social media basics for music business | On Moodle | <b>Music venture business plan</b> Due: Week 9 Monday (11 Sept 2017) 11:45 pm AEST |

**Week 10 - 18 Sep 2017**

| Module/Topic                                       | Chapter   | Events and Submissions/Topic |
|--|-----------|------------------------------|
| Website and social media basics for music business | On Moodle |                              |

**Week 11 - 25 Sep 2017**

| Module/Topic                                       | Chapter   | Events and Submissions/Topic |
|--|-----------|------------------------------|
| Website and social media basics for music business | On Moodle |                              |

**Week 12 - 02 Oct 2017**

| Module/Topic                                       | Chapter   | Events and Submissions/Topic |
|--|-----------|------------------------------|
| Website and social media basics for music business | On Moodle |                              |

**Review/Exam Week - 09 Oct 2017**

| Module/Topic | Chapter | Events and Submissions/Topic  |
|--------------|---------|---|
|              |         | <b>Marketing your music business in the digital age</b> Due: Review/Exam Week Monday (9 Oct 2017) 11:45 pm AEST |

**Exam Week - 16 Oct 2017**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

## Assessment Tasks

### 1 Copyright case study

**Assessment Type**

Written Assessment

**Task Description****Topic: Case study on music copyright laws in Australia**

Length: 1500 - 2000 words

**Task:**

In this assignment, you are to investigate how the music copyright laws in Australia may apply in one of the following cases. Describe what is required under the Australian law for the day-to-day operation of these music businesses. Throughout your essay provide direct links to current legislation to support your discussion.

**Choose one case from the following:**

- A privately owned dance school and the use of pre-recorded music in class, public concerts, examinations, and video recordings of public performances.
- A church and the performance of hymns and songs during regular public worship services, the projection of lyrics for congregational singing and the video/audio recording of church services for further distribution.
- A covers band performing regular paid gigs in a public venue, as well as recording a CD of covers of various artists for sale at these gigs.
- A solo vocalist using backing tracks of covers to perform regular paid gigs in a public venue, as well as recording a CD of covers using backing tracks for sale at these gigs.
- A band or solo artist performing original songs in regular paid gigs in a public venue, as well as recording a CD of

original songs for sale and securing copyright of their work.

- A studio music teacher and the use of photocopied and downloaded sheet music in lessons, examinations and eisteddfods; performance of music in public concerts, video and audio recordings of public performances.

### Assessment Due Date

Week 5 Monday (7 Aug 2017) 11:45 pm AEST

### Return Date to Students

Week 7

### Weighting

30%

### Assessment Criteria

Assessment criteria:

- Clear introduction and conclusion (10%)
- Accuracy of information and depth of treatment of the topic (35%)
- Ability to write in a clear and coherent manner (15%)
- Discussion supported with reference to Australian legislation (20%)
- Accuracy of spelling, punctuation and grammar (10%)
- Correct use of academic referencing conventions (10%)

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Learning Outcomes Assessed

- Articulate the fundamental business practices of the music industry in relation to all Rights forms, record company organisational structures and revenue streams

### Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

## 2 Music venture business plan

### Assessment Type

Written Assessment

### Task Description

**Topic: Music Venture Business Plan**

**Word Limit:** 1500 -2000 words

### Task:

You are to research a hypothetical or actual music business venture you intend to develop after you graduate. In doing so, give consideration to your choice of venture and investigate thoroughly other already established business in this field.

### Answer the following questions:

1. Describe your venture.
2. How will you ensure that your venture succeeds?
3. What strengths/weaknesses/opportunities/threats are there to your venture?
4. What IP will your business generate? How will you protect it? How will you exploit it?
5. What business agreements/contracts will you need to make with this venture? What must each of these cover?
6. What people/positions/companies are required to ensure the success of this venture? What will they do for you?
7. Provide a realistic timeline for your venture.
8. From where will your income be derived? How much do you realistically intend to earn from this venture?

**Assessment Due Date**

Week 9 Monday (11 Sept 2017) 11:45 pm AEST

**Return Date to Students**

Week 11

**Weighting**

35%

**Assessment Criteria****Marking Criteria**

- Venture description is clear and concise (10%)
- Plans for success of venture are manageable, sustainable, and realistic (10%)
- SWOT analysis is comprehensive and thoughtful (10%)
- IP protection and exploitation plans are realistic and comprehensive (10%)
- Business contracts are comprehensive (10%)
- Supporting entities are appropriate (10%)
- Timeline is achievable and comprehensive (10%)
- Income is approximated realistically and sources are appropriate (10%)
- Technical matters (eg. spelling, grammar, language) is appropriate (10%)
- APA Style is well-implemented and sources are appropriate (10%)

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Learning Outcomes Assessed**

- Critically analyse the role of multinational entertainment companies in product placement

**Graduate Attributes**

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

### 3 Marketing your music business in the digital age

**Assessment Type**

Written Assessment

**Task Description**

**Topic: Marketing your music business in the digital age**

**Length:** As required on the website

**Task: Website development**

Using free website development software (links provided on the Moodle site), create a website for a real or imaginary music business that involves you as the centre of the business. This website must include an overview of your music business (real or imaginary), contact details, biography, curriculum vitae of you as the centre of this business, appropriate photos, media and video content linked to your music business.

Examples of music businesses could be:

- Solo music performer
- Band
- Performing arts school
- Music arranger/composer
- Studio music teacher

**Assessment Due Date**

Review/Exam Week Monday (9 Oct 2017) 11:45 pm AEST

**Return Date to Students**



Exam Week

**Weighting**

35%

**Assessment Criteria**

**Assessment criteria:**

Incorporation of all elements in the music business website including:

- Overview of the music business
- Contact details
- Biography
- Curriculum vitae (CV)
- Photos & videos
- Other media
- The website is easy to navigate
- The professional curriculum vitae (CV) includes all essential information
- Accuracy of spelling and grammar

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Submitted through Moodle. You must provide an active link to your website.

**Learning Outcomes Assessed**

- Demonstrate a practical knowledge of legal music download systems and comparable awareness of design efficiencies and public recognition and response to music download devices

**Graduate Attributes**

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem