In this course, students will examine professional practices in the audio industry that includes overviews of various job markets such as sound for picture, broadcast, live sound and electronic gaming. Topics to be covered include publishing, copyright laws, licensing, record company operations, management as well as marketing and publicity. Students will deliver academic presentations on topics in the music industry that enhance their understanding of prospective career paths in the audio industry.

Program Learning Outcomes:

1. Student will demonstrate the ability to hear, identify, and work conceptually with the melodic, harmonic and rhythmic elements of music.
2. Student will deliver an academic presentation that demonstrates oral and written language skills, citations, analysis, musical examples and organization.
3. Students will demonstrate a working knowledge of popular music history and literature.
Student Learning Outcomes:

After successfully completing this course, students will be able to:

| Display a working knowledge of professional practices in the audio industry | Identify potential internships and career paths in the audio industry |
| Understand the basic purposes and ramifications of copyright laws | Identify licensing and publishing opportunities |
| Demonstrate the need for performing rights organizations | Discuss noted professionals in a variety of audio careers |

Text and Materials:

1. Textbooks:
   1) Careers in Audio by Jeff Touzeau
   2) *100 Careers in the Music Business, 2nd Edition* by Tanja L. Crouch (In SRT Lab)
   3) The Studio Business Handbook by Mitch Gallagher (In SRT Lab)

2. Key for entry into the SRT Lab. See Missy Devine in the Music Office (Rm. 150).

Optional Suggested Further Reading:

- All You Need to Know About the Music Business, by Donald S. Passman
- Making a Living in your Local Music Market, by Dick Weissman

Course Requirements:

1. **Presentation:** Students will deliver an academic presentation on an instructor-approved topic. *Late presentations will be assigned a zero.* Students are also required to assemble a professional-looking binder of all presentations.

2. **Final Project:** Students will assemble a portfolio of potential internships and job opportunities in specific audio fields, along with other items such as a resume.
Grading Policy:

1. Presentation: 50%
2. Participation: 25%
3. Final Project: 25%

Grading Scale:

A: 90-100  B: 80-89
C: 70-79    D: 60-69
F: 59 & Below