



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Course Request

SDSU	Arts, Humanities, Social Sciences / School of Performing Arts
Institution	Division/Department
Dennis D. Hedge	2/27/2024
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
MUS 306	Copyright, Marketing and Music Publishing	3

Course Description	This course examines the major components of the music business including music publishing, copyright, concert promotion, music product merchandising and arts management. Specific attention will be given to the ever-changing modern usage of digital media and digital copyright.
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Pre-requisites or Co-requisites

Prefix & No.	Course Title	Pre-Req/Co-Req?
None		

Registration Restrictions

None

Section 2. Review of Course

2.1. Will this be a unique or common course?

Unique Course

Prefix & No.	Course Title	Credits
IENG 353	Commercialization: New Tech	1
MUS 304	Introduction to the Music Industry	3
MUS 305	Introduction to the Recording Industry	3

Provide explanation of differences between proposed course and existing system catalog courses below:

While IENG 353 deals with copyrights (as well as patents and trademarks) it primarily focuses on intellectual property as it applies to new technologies and commercialization. MUS 306 will cover copyrights as they apply to music publication, recording, and performance.

Copyrights, marketing, and publishing are referenced in MUS 304 at only an introductory level. The material will be presented in a much more in-depth format in MUS 306.

MUS 305 is being removed from our curriculum and replaced by MUS 306. This is an effort to update the curriculum and bring it in line with current practices in the music and recording industry.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Replacement of MUS 305 Introduction to the Recording Industry (3 cr.)
Effective date of deletion: fall 2024

No. Schedule Management, explain below: The faculty member that teaches MUS 305 will be teaching this course once MUS 305 is deleted. There will be no impact on teaching loads, simply

a shift from one course to another. This course will be offered in the Fall of even years, alternating with MUS 304 in the Fall of odd years.

3.2. Existing program(s) in which course will be offered: Music (B.A.) – Music Entrepreneurship Specialization

3.3. Proposed instructional method by university (as defined by AAC Guideline 5.4): R – Lecture

3.4. Proposed delivery method by university (as defined by AAC Guideline 5.5): 001 – Face to Face

3.5. Term change will be effective: fall 2024

3.6. Can students repeat the course for additional credit? Yes, total credit limit: No

3.7. Will grade for this course be limited to S/U (pass/fail)? Yes No

3.8. Will section enrollment be capped? Yes, max per section: 12 No

3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the Course Inventory Report? Yes No

3.10. Is this prefix approved for your university? Yes No

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department: School of Performing Arts

4.2. Banner Department Code: SPAR

4.3. Proposed CIP Code: 50.1003

Is this a new CIP code for the university? Yes No

**NEW COURSE REQUEST
Supporting Justification for On-Campus Review**

Michael Walsh Request Originator	Michael Walsh Signature	9/12/2023 Date
David Reynolds Department Chair	David Reynolds Signature	1/22/2024 Date
Jason Zimmerman School/College Dean	Jason Zimmerman Signature	1/22/2024 Date

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.

MUS 306 Copyright, Marketing and Music Publishing will enhance student success by:

- Examining the practical, business and legal knowledge to be successful in the music industry;
- Combining the financial origins of income and apply them to the creativity, persistence and decision-making aspects of the industry;
- Analyzing the dramatically changing world of music and interpretation of legal changes as it pertains to revenue streams and publishing;
- Identifying the importance and process of copyright and licensing; and
- Explaining the significance of and processes involved in artist management, promotion, theater, and arts administration.

2. Note whether this course is: Required Elective

3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course?

This course may a useful elective for the following majors and minors – Hospitality, Tourism and Event Management (B.S.), Events and Facilities Management Minor, Public Relations (B.A., B.S.), Theatre (B.A., B.S.), Music (B.A.) – Music Studies Specialization, Music Minor, and Music Education (B.M.E.).

4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.
N/A

5. Desired section size: 25

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).

Michael Walsh, Professor, DMA

7. Note whether adequate facilities are available and list any special equipment needed for the course.
The facilities in the OLPAC are appropriate for this course. No special equipment will be needed.
8. Note whether adequate library and media support are available for the course.
The Briggs library journals in music and OLPAC technology is used for this course and is more than adequate for their needs.
9. Will the new course duplicate courses currently being offered on this campus? Yes No
10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.
N/A