

# MUSIC: COMMERCIAL/MANAGEMENT/ADMINISTRATION (MUM)

---

## MUM1600C INTRODUCTION TO RECORDING STUDIO PROCEDURES (3.00 Credits)

Fundamentals and techniques of modern multi-track recording. Areas of concentration are studio procedures, equipment operation, microphone selection and placement, signal processors, musical instrument isolation, and acoustical properties.

Total Contact Hrs: 72.00

Lecture Hrs: 36.00

Lab Hrs: 36.00

Fees: LABORATORY FEE \$60.00

Complete all the courses in the following option:

- Option 1 - Prerequisite: MUM2620C (minimum grade: C) and MUS2342C (minimum grade: C) and MUS2344C (minimum grade: C), Corequisite: MUS2348C (minimum grade: C)

## MUM2601C ADVANCED RECORDING ENGINEERING (3.00 Credits)

This class focuses on advanced application of recording and mix-down techniques, incorporating the use of overdubs and special effects. A multi-track recording project will be required.

Total Contact Hrs: 72.00

Lecture Hrs: 36.00

Lab Hrs: 36.00

Fees: LABORATORY FEE \$60.00

Complete all the courses in the following option:

- Option 1 - Prerequisite: MUM1600C (minimum grade: C) and MUS2348C (minimum grade: C)

## MUM2602C MIXING, MASTERING AND DELIVERY (3.00 Credits)

Mixing, Mastering and Delivery

Total Contact Hrs: 72.00

Lecture Hrs: 36.00

Lab Hrs: 36.00

Fees: LABORATORY FEE \$60.00

Complete all the courses in the following option:

- Prerequisite: MUM2640C (minimum grade: C)

## MUM2620C ACOUSTICS AND AUDIO ELECTRONICS (2.00 Credits)

This course is a survey of acoustical phenomena relating to music. It will also explore the fundamentals of analog and digital audio. Topics include recording consoles, principles of signal processing, an introduction to microphone and loudspeaker technology, and an introduction to music production and recording techniques in both analog and digital media. Class meetings consist of lecture sessions combined with in-class demonstration and some student hands-on training. Assignment-based lab time is required.

Total Contact Hrs: 72.00

Lecture Hrs: 36.00

Lab Hrs: 36.00

Fees: LABORATORY FEE \$60.00

Complete all the courses in the following option:

- Prerequisite: MUS1360 (minimum grade: C)

## MUM2640C POST PRODUCTION SOUND (3.00 Credits)

This course will explore the production and post-production aspects of sound as related to film and television. Topics include mixing and mastering video soundtracks, automated dialogue replacement, sound effects, Foley, music and sound design.

Total Contact Hrs: 72.00

Lecture Hrs: 36.00

Lab Hrs: 36.00

Fees: LABORATORY FEE \$60.00

Complete all the courses in the following option:

- Prerequisite: MUS2348C (minimum grade: C)

2 Music: Commercial/Management/Administration (MUM)

MUM2700 INTRODUCTION TO MUSIC BUSINESS (3.00 Credits)

An introduction to the history, principles and practices of the music industry. A systematic survey of the career options in the music industry. Topics include recording, publishing, licensing, copyrights, promotions, arts managements, music and instrument merchandising, contracts, music in mass communication, the internet and the music industry, live performance on a local and national basis, career options and career development with emphasis on commercial enterprise.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

MUM2730 MUSIC MARKETING AND PROMOTION (3.00 Credits)

Music business marketing is a multifaceted and integrated approach that will teach the student an effective worldwide music marketing strategy and how to plan their active marketing plan tailored to the student's strengths and budget. The student will learn to: time a marketing campaign effectively; publicize music effectively for traditional print and emerging online outlets; understand the current opportunities for online, satellite and terrestrial radio play; and navigate various retail and distribution options such as iTunes, Rhapsody, Amazon.com as well as brick and mortar outlets. Students will learn to maximize profitability of touring efforts and avoid common mistakes in music marketing.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

Complete all the courses in the following option:

- Prerequisite: MUM2700 (minimum grade: C)