Mike Curb College of Entertainment and Music Business
Course Syllabus

Course # / Title: MBU 2130: History of the Recording Industry
Course Credit Hours: Three (3) credits
Semester: Spring, 2010
Instructor: Mr. Michael Gray
Instructor Contacts: PHONE: 615.416.2016 email:michael.gray@belmont.edu
Instructor Office Hours: By appointment
Class Location: Massey Business Center (MBC) 200A
Meeting Time(s): T 6:30-9:15 p.m.
Final Exam: Tue: May 11: FINAL EXAM: 7 p.m.

Course Description:
A study of the history of the recorded music business from 1877 to the present with emphasis on the development of independent and major recording labels and corporations, popular recordings, social, cultural, economic and political influences, and the stylistic differences of notable historic time periods such as the “acoustic” and “electronic” recording eras.

Course Outcomes: At the end of this course, the student will be able to:

*Recall historic facts, details, information about recording labels and popular music recordings from 1877 to the present.
*Describe the development, growth, and maturation of independent and major recording companies.
*Explain how popular music is a significant social, cultural, economic, and political influence.
*Recognize stylistic differences between historic recording eras of American popular music.

Performance Tasks: During this course, the student will:

*Select and craft appropriate answers on quizzes and tests.
*Listen to samples of popular music recordings from 1877 to the present.

Assessment Tools: During this course, outcomes mastery will be evaluated by:

*Quizzes and multiple-choice tests comprised of who, what, where, when and why questions.

Testing & Assignments:

Tue: Feb 9: EXAM #1
Tue: Mar 2: EXAM #2
Tue: Mar 30: EXAM #3
Tue: Apr 27: EXAM #4

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit</th>
<th>Description/Purpose</th>
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<tbody>
<tr>
<td>1. Quizzes</td>
<td>16.5 %</td>
<td>Based on lecture, will assess the student’s knowledge of the topic.</td>
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<tr>
<td>2. Comprehensive Tests (4)</td>
<td>67 %</td>
<td>Based on reading assignments and lectures, comprehensive tests will assess the depth of the student’s knowledge base of the topic. Each test is comprised of multiple-choice questions.</td>
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<tr>
<td>3. Final Exam</td>
<td>16.5 %</td>
<td>A comprehensive test comprising multiple-choice question that will measure the depth of the student’s knowledge base of the topic and will assess the student’s assimilation of knowledge gained from lectures and readings.</td>
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**Course & Classroom Policies**

**MAKE-UPS:** In accordance with Music Business policy, there will be no make-up Exams given in this course; if you miss an Exam, the Final Exam will count double. If you miss two Exams, the Final will count triple. Also, when I give Exams back, I go over them in class and you may ask any questions you wish. Also note:

You may choose to "skip" an Exam and let the Final count double; however, you are not allowed to begin an Exam, decide you don't want to finish and opt out. Once you begin the Exam, you must complete it.

If you take all of the Exams, I will drop the lowest grade and count the Final double, if it is to your advantage.

The Final Exam is mandatory.

Please bring a No. 2 lead pencil with you on Exam day.

PLEASE NOTE: "Excused absences" must be approved by the Provost

**Attendance & Participation:** Class attendance follows university policy as stated in the current Undergraduate Bulletin. Class participation is expected; attendance and absence will be noted.

**Materials:** *The American Recording Industry* by Don Cusic (Course Pack)

**Grade Evaluation Scale:** As per CEMB policy, the grade assignment scale for this course is:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent (GPA)</th>
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<tbody>
<tr>
<td>A</td>
<td>94 (4.0)</td>
</tr>
<tr>
<td>A-</td>
<td>90 (3.7)</td>
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<tr>
<td>B+</td>
<td>87 (3.3)</td>
</tr>
<tr>
<td>B</td>
<td>84 (3.0)</td>
</tr>
<tr>
<td>B-</td>
<td>80 (2.7)</td>
</tr>
<tr>
<td>C+</td>
<td>77 (2.3)</td>
</tr>
<tr>
<td>C</td>
<td>74 (2.0)</td>
</tr>
<tr>
<td>C-</td>
<td>70 (1.7)</td>
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*Final grades below 70% will not apply to the major.*

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<thead>
<tr>
<th>Grade</th>
<th>Percent</th>
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<tbody>
<tr>
<td>D+</td>
<td>67</td>
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<tr>
<td>D</td>
<td>64</td>
</tr>
<tr>
<td>D-</td>
<td>60</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60</td>
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**Honor Code:** It is the responsibility of each student to abide by the Belmont University Honor Code. “In affirmation of the Belmont University Statement of Values, I pledge that I will not give or receive aid during examinations; I will not give or receive false or impermissible aid in course work, in the preparation of reports, or in any other type of work that is to be used by the instructor as the basis of my grade; I will not engage in any form of academic fraud. Furthermore, I will uphold my responsibility to see to it that others abide by the spirit and letter of this Honor Pledge.”

**Accommodation of Disabilities:** In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, Belmont University will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the university to provide reasonable accommodations of the disability during this course, please notify the Office of the Dean of Students located in Beaman Student Life Center (460-6407) as soon as possible.
Class Schedule:

Tue: Jan 19: CLASS 1: 19th century; Minstrel Shows, Civil War, Vaudeville (pp 1-15)
    CLASS 2: Industrial Revolution, Invention of Phonograph, Graphophone, Gramophone, Development of Victor and Columbia labels, Earliest recordings (pp 16-45)

Tue: Jan 26: CLASS 3: Tin Pan Alley, Creation of ASCAP, 1909 Copyright Law, Invention of movies, Development of Radio, World War I (pp 46-68)
    CLASS 4: The 1920s, Broadway musicals, Harlem Renaissance, Development of Jazz (pp 69-105)

Tue: Feb 2: CLASS 5: Development of Blues and Country (black and white) music (pp 106-133)
    CLASS 6: Creation of RCA, Development of networks on radio, Recording companies of 1920s, "talkies" (pp 134-143)

Tue: Feb 9: CLASS 7: EXAM #1 (pp 1-143)
    CLASS 8: The Great Depression, Development of Decca, EMI, and Columbia Records with CBS, Radio in 1930s, Bing Crosby (pp 144-165)

Tue: Feb 16: CLASS 9: Blues and Country Music in 1930s; development of jukeboxes, Singing Cowboys (pp 166-187)
    CLASS 10: World War II; Black gospel (pp 188-199)

Tue: Feb 23: CLASS 11: World War II; formation of Capitol; V-Discs, Frank Sinatra; R&B and Country music (pp 200-219)
    CLASS 12: World War II and post-World War II (pp 220-237)
    CLASS 13: TV: Rhythm and Blues and early Rock and Roll (pp 238-269)

Tue: Mar 2: CLASS 14: EXAM #2 (pp 144-269)
    CLASS 15: The Rock Revolution, creation of Warner Brothers; (pp 270-293)

Mar 8-12: Spring Break

Tue: Mar 16: CLASS 16: creation of organizations; Folk Music, Brill Building, payola (pp 294-309)
    CLASS 17: The '60's: Part 1 (pp 309-359)

Tue: Mar 23: CLASS 18: The '60's: Part 2 (pp 309-359)
    CLASS 19: The '60's: Part 3 (pp 309-359)
    CLASS 20: The 1970s; Tape, Disco, Deaths of Elvis and Bing Crosby (pp 360-362)

Tue: Mar 30: CLASS 21: EXAM #3 (pp 270-362)

Tue: Apr 6: CLASS 22: Disco/Dance; CCM, Early rap; Punk music (pp 363-372)

Tue: Apr 13: CLASS 23: Digital Technology (CDs), MTV and Video, Cable TV; Synthesizers; Hip Hop/Rap & country music (pp 373-378)
    CLASS 24: History of Major Labels (consolidation); Independent labels of 1980s & 90s (pp 379-390)

Tue: Apr 20: CLASS 25: Creation of Internet; Radio consolidation; development of cell phones (pp 391-400)
    CLASS 26: Population trends; Retail & Wal-Mart; Soundscan; BDS; RIAA sales figures; Napster (pp 401-406) & CLASS 27: Contemporary issues

Tue: Apr 27: CLASS 28: EXAM #4 (pp 363-406)

Tue: May 4: LAST DAY OF CLASS
    Tue: May 11: CLASS 29: FINAL EXAM at 7 p.m.