Course Title: Electronic Media and the Music Industry
Course #: MBU 3730 01 - 12 Noon-2:30pm W
& Meeting Times: Final Exam: TBA
Credit Hrs: 3
Semester: Spring 2010
Class Location: MC 200A
Professor: Jimmy Carter
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Educational Objectives of the Mike Curb College of Entertainment & Music Business:
1) To provide a personalized, career-oriented and practical education that emphasizes leadership, innovation, private enterprise and entrepreneurship. 2) To equip students with the tools to think critically, communicate effectively, accept responsibility, make successful decisions, and prosper in diverse work environments. 3) To emphasize quality classroom instruction within the parameters of ethical Christian principles.

Course description: MBU 3730. Electronic Media in the Music Industry (3). Prerequisite: MBU 1110. This course deals with the integration of electronic media in the music industry. Attention is given to the music video process including scripting, casting, direction, production. The importance of artistic career development and promotion via television and radio are examined with a focus on preparation and placement.

Learning Outcomes: The student will:

- recognize the role of music in the film, television, radio and new communication mediums.
- identify the creative tasks of key professionals in various broadcast and film projects.
- be able to organize a team to create music oriented tv, radio and motion picture projects.
- estimate production costs and needs of music videos, TV and film.
- Through role playing demonstrate communication skills necessary to interface with film/tv/radio professionals effectively...
Performance Criteria: Students will:

- Demonstrate knowledge of music’s role in electronic media with in class presentation based research project.
- Report to class on observation and monitoring of various music related tv, radio and film projects
- Examine music’s role historically in media and create a short speech estimating future trends
- Identify the major global entertainment companies integrating music and film/tv/radio.

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.”

Course Requirements:

1. Attendance: It is my recommendation that you attend all of the class meetings for the best learning experience. Absence is permitted only in case of illness or family emergencies. For a complete explanation of the attendance policy see the Belmont University Bulletin online. As in most things, you get out what you put in.. This class is a difficult one to make up. This class has a book and you can always get the lecture notes BUT that is a small part of the content..
2. Since we are talking about electronic media you have to SEE it in the form of video’s, visual aids, guest speakers. You just miss out if you are not here.

Class participation is 25% of the grade. In the past, this has often meant a letter in the final grade. Basically, that 25% is equal to one of the four tests.

3. The participation includes book reports, physical attendance but also outside projects.

And ARRIVING AT CLASS ON TIME!! I hate late!!!!! Also, the University does have an attendance policy so for more consult the current catalog. We will take roll

Use of laptops in class: This is not a time for web surfing or game playing. You can use them until they become a distraction...!!

2. Materials: The required text will be at the campus bookstore for purchase... It is a paperback study guide...The material in this class is very timely. It changes every semester in some elements. There will be other assignments and reading materials needed and they will be discussed as we go.

You MUST keep up with CURRENT events.. several bonus and regular test questions on each test. Example: What was number one film last weekend? /Who won the Best Actor Oscar last week, etc.

Participation and Prepared assignments: The tests account for 75% of the grade.....The 2 small book reports can make a difference in a letter grade so they are important. You will also have some out of class assignments that will be PART of the tests...Like an open book question but you bring it to class worth 5 points on the test for example.. These assignments will be discussed before and after with some folks given the report in class.. Getting more YOU involvement in the class...

Book one.. Due at first test... Who Moved the Cheese.. Dr. Spencer Johnson  

Many years ago, Dr. Spencer Johnson was having a difficult time dealing with a major change in his life. He thought it wasn't fair, and he was confused and angry.
After a while, he sensed that if he was going to deal with the change successfully, he needed to change - but he did not know how.

So he made up the story of Who Moved My Cheese? to get him to laugh at himself, with his follies and fears, and to encourage him to change, move on and realize something better.

He kept the story to himself and lived it until he found "New Cheese." When friends inquired about the obvious improvements in his life, he shared the story with them. One friend, Ken Blanchard, later told the "Cheese" story to business audiences around the world.

Many people who heard the story later revealed that it helped them change, and they improved their jobs, their marriages or their health. Ken Blanchard encouraged Spencer Johnson to write the story and publish it by asking him, "Do you realize how many other people this could serve?"


We will actually do some short presentations and role playing. Giving you a chance to handle some real world situations. Imagine you are at a department meeting and you are asked to tell everyone what you learned at some seminar, meeting etc. You will all get to do that from time to time. Everyone needs to learn these skills and you get better the more you do them.

1. Prepared assignments:

Research Reports: Each student will submit 3 Research Reports on the dates stated in the syllabus under Class Schedule. First is on film..second TV..third radio. Each report must include one article stapled to a one-page typed analysis of the article written by the student. Suggested print sources include Hollywood Reporter and Variety.

Your paper should give a brief description of the article’s main points and how it relates to Music business (If not obvious). If it is not related to tv/radio/film/internet it will be given a zero. This fits into your 20% class participation grade.

Book and research reports:
1) MUST be typed and at least one page (single or double spaced).

2) MUST include your name.

3) MUST be stapled. (No bending of corners or paper clips).

4) MUST include a copy of the article. I need a copy of the article, NOT a web link.

4) MUST be turned in at class – No e-mailed papers will be accepted.

5) MUST NOT BE LATE. These reports may be discussed in class.

Research Speech: Each student is required to prepare and present a three to five minute speech on some aspect of Electronic Media’s future. The speech should be an informative speech delivered extemporaneously from a prepared outline. Topic approved in advance by instructor... A minimum of three sources are required and must be cited on an outline. The course text book may not be used as one of the three sources.

4. Testing: 4 tests will be given in the class on the dates stated under class schedule. NO MAKE UP TESTS WILL BE GIVEN.

Class Schedule:

Wed. Jan 13 Introduction/The internet changes EVERYTHING!

Wed. Jan 20 Hollywood jobs/unions/Warner Bros History..

Wed. Jan 27 Media Jobs/Grammy week/First Music on TV/Dick Clark

Wed. Feb 3 Test one/cheese book report due/paper on film due

Wed. Feb 10 Music on TV/Ed Sullivan/Award shows

Wed. Feb 17 Post Production TV-Film/Editing
Wed. Feb 24  Radio programming/Jingles/Oscars Mar 7
Wed. Mar 3  Test two/TV paper due/presentations
GROUP 1
Wed  Mar 10  NO Class Spring Break

Wed. Mar 17  MTV/CMT Music Video
Wed. Mar 24  The Score/Hollywood and Music/

Wed. Mar 31  Music Video directors / Media around the world

Wed. Apr 7  Test Three..paper three due radio..Book report 2

Wed. Apr 14  Future of Electronic Media Speeches part 1...Music Video returns from dead...

Wed Apr 21  Speeches two...

Wed Apr 28  Last Day of class ..The Future of Electronic Media/Speeches conclude