

MTEC 80B: ENTERTAINMENT LAW & NEW MEDIA

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2021
Units:	4
Hours:	4 lecture, 1 laboratory per week (60 total per quarter)
Advisory:	Not open to students with credit in MUS 50B.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade Only
Repeatability:	Not Repeatable

Description

In-depth study and discussion of entertainment law as it applies to the emerging new media market and the music industry. Internet sales and distribution for new media, file sharing, licensing for the web, and digital copyright considerations. Promotional packages, website development, delivery systems, career promotion strategies, contracts and touring. In-depth analysis of contracts and regulations/potential of starting an independent media production company, record label, or online retail site. Sampling licenses/international copyright law and publishing.

Course Objectives

The student will be able to:

- Describe and discuss the principles of copyright law as it applies to the internet.
- Analyze business models in online marketing and the new media field.
- Develop skills in marketing and promotion.
- Design a promotional package and related website.

Course Content

- Directed lectures by instructor and guests outlining specific guidelines in establishing realistic career goals; exploring business opportunities in the new media market.
- Developing a promotional package tied to the internet and digital delivery systems.
- Examination of media marketing via the internet.
- Continued exploration of technology on music with a focus on internet video and digital downloads.
- Exploration of emerging markets and media types, such as gaming via device, and newer forms such as web-based gaming.

Lab Content

Lab assignments can include:

- Data and sample rate encoding for audio and video.
- Web design for promotion.
- Logo design.
- Copyright registration.
- Service mark searches.
- Sample clearance searches.

G. Creating sample podcasts, etc.

Special Facilities and/or Equipment

- When taught on campus: access to a CD and DVD player; classroom sound system, screen, overhead projection system.
- When taught via Foothill Global Access: on-going access to computer with email software and capabilities; email address; JavaScript enabled internet browsing software.

Method(s) of Evaluation

- Presentation of a promotional package
- Presentation of a marketing plan that addresses both traditional and web-based delivery
- Development and presentation of a promotional website
- Written midterm and final examination
- Weekly quizzes on entertainment law

Method(s) of Instruction

- Lecture presentations and classroom discussion using the language of the entertainment industry and new media
- In-class viewing of video interviews with entertainment industry and new media experts
- Listening to and viewing streaming audio and video examples from various web distribution sites

Representative Text(s) and Other Materials

Baskerville, David, and Timothy Baskerville. [Music Business Handbook and Career Guide](#). 2019.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

- Written midterm and final examination.
- Written reviews of articles on new aspects of the entertainment industry.
- Read reviews of new aspects of media in the global marketplace.

Discipline(s)

Commercial Music