

Syllabus for
MUS 460 – Professional Touring
3 credit hours
Spring 2024

I. COURSE DESCRIPTION

An in-depth study of concepts, equipment and techniques associated with the contemporary music tour. Lectures are supported by practical, hands-on application, including actual travel and tour dates.

Prerequisites: MUS 160, MUS 165, MUS 260, MUS 310, MUS 389

Course fee:

II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course, the student will be able to do the following:

- A. Identify various elements and approaches used in a successful music tour.
- B. Define fundamental terminology and concepts.
- C. Successfully plan out an actual tour.
- D. Assist in the execution of a brief, local music tour.

III. ASSOCIATED PROGRAMS

This course meets degree completion requirements for the following program:
Music Production.

- A. The student will demonstrate the ability to successfully use modern Digital Audio Workstation (DAW) software to assemble and complete professional music recordings.
- B. The student will successfully apply an understanding of concepts and techniques that can be applied within various DAW software platforms.
- C. The student will be able to discuss the state of contemporary music production and the field of live sound.
- D. The student will demonstrate proficiency on at least one primary instrument.
- E. The student will demonstrate the ability to assemble and successfully operate a live sound system for a public event.
- F. Student will be able to navigate Digital Audio Workstations (DAWs) such as Logic Pro.
- G. Student will demonstrate working knowledge of acoustics, microphone placement in recording & live situations for a variety of instruments.
- H. Student will be able to follow the signal flow of a live sound mixer station.

IV. University Outcomes

This course aligns with the following University Outcomes indicated on the last page

- A. Spiritual Integrity

- B. Personal Resilience
- C. Intellectual Pursuit
- D. Global Engagement
- E. Bold Vision

V. TEXTBOOKS AND OTHER LEARNING RESOURCES

- A. Required Materials
Textbooks
Music Marketing for the DIY Musician Creating and Executing a Plan of Attack on a Low Budget Second Edition (2020). ISBN: 1538133202
- B. Music Law in the Digital Age by Allen Bargfrede 3rd Edition (2021). ISBN: 1705156487
- C. Logic Pro
- D. DistroKid account, Student will be required to submit their own musical work to DistroKid or approved distributor.
- E. Students will use social media such as Facebook, Instagram, and YouTube to promote themselves.

V. POLICIES AND PROCEDURES

- A. University Policies and Procedures
 - 1. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
- B. 2. Department Policies and Procedures: See Music Student Handbook
- C. Course Policies and Procedures
 - 1. The final grade in this course will be determined by a student's overall mastery of the subject matter, as evidenced by exams, quizzes, oral presentations, homework assignments, consistent attendance, and quality class participation. There will be one mid-term exam, one final exam, two studio/lab projects, and weekly assignments.
 - 2. Criteria for Evaluation: Attendance and participation
 - a. consistent attendance, students more than two minutes late are considered absent**
 - b. quality classroom responses
 - c. overall contribution to in-class discussion and demonstrations
 - d. avoid distractions such as electronic devices, food, and other objects being brought to class
 - 3. Artistic participation, including singing, drawing, lyric writing, playing instruments, and music writing, will be required from students. Students will be asked to learn the logistics of musical and technological equipment. Students may need to store, move, and set up instruments, audio equipment, and musical equipment. Students will need to understand note reading and basic Logic pro techniques and will be required to continue developing these techniques in the course.
 - 4. Please refrain from distractions from electronic devices, including phones, apps, and websites. Please be respectful to all staff, faculty, classmates, quests, equipment, and facilities. The instructor reserves the

right to ask anyone to leave the classroom for inappropriate or distracting behavior.

5. Late work does not have to be accepted by the instructor.
6. All students are required to attend the Music Production and Worship lab performances held on campus. This is a part of their attendance grade.
7. Students more than two minutes late to class will be counted as absent.

Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:

- a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
- b. Failing to meet group assignment or project requirements while claiming to have done so;
- c. Failing to cite sources used in a paper;
- d. Creating results for experiments, observations, interviews, or projects that were not done;
- e. Receiving or giving unauthorized help on assignments.

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

3. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
4. Students are to be in compliance with University, school, and departmental policies regarding the Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

F. School and/or Department Policies and Procedures
Music policies and procedures are in the student handbook.

G. Course Policies and Procedures

1. Evaluation Procedures
Attendance 20%

Quizzes	20%
Projects	20%
Mid-term	20%
Finals	20%

Included in the attendance grade will be grades for attending the Worship Lab, and Music Production Concerts. These concerts are required events for the course. Students will be asked to setup and or put up equipment.

- b. Grading scale
 - 90% = A
 - 80% = B
 - 70% = C
 - 60% = D
2. Other Policies and/or Procedures
 - a. Makeup Exams: If any scheduled exam/practicum is missed for any reason, it cannot be made up unless the instructor is notified in advance. Emergencies are the only exception to this rule and will be handled as excused absences. Makeup exams may be oral in nature and may be more detailed than the original exam.
 - b. No late work will be accepted.
 - c. Office Hours and Lab Help: The professor will be available for consultation during regular office hours. Lab attendants will be available to assist students in the evenings. Neither the professor nor the lab attendants should be considered tutors and will not teach material covered in missed class lectures.

VI. COURSE CALENDAR

Week 1

Discussions

Creating and executing a strategy to market yourself as a musical artist.

Describe your vision and set your career goals.

Conduct a SWOT analysis of yourself has a DIY musician.

Analyze likely customers and target your marketing.

Basics of Copyright Laws

Assignments:

Music Marketing DIY Ch 1, Quiz

Marketing Plan 1

Music Law Ch 2, Quiz

Social Media Promotion assignment

Week 2

Discussions

Describe your company's vision.

Identify your musical purpose.

Setting your career on course for success

Putting a Band together

Be a Solo artist and employer.

Becoming a songwriter and composer

Being a Producer
Being an Artist
Being self-employed
Marketing yourself
MMA
Copyright in Music
How Merchandising works

Assignments:

Music Marketing DIY, write a Marketing Plan for yourself using Ch 2.
Music Law Ch 3, Quiz
Marketing Plan 2
Social Media Promotion assignment

Week 3

Discussions

Identify Profitable opportunities or “needs” has a musical artist.
Conducting a SWOT Analysis
Potential Opportunities
Potential Strengths
Uncover Weaknesses
Spot Potential Threats
What is a Copy and what is a Performance?

Assignments:

Music Marketing DIY Write a SWOT analysis from Ch 3.
Marketing Plan 3
Music Law Ch 4, Quiz
Social Media Promotion assignment

Week 4

Discussions

Analyze potential customers.
Identifying, Segmenting, and Targeting Your Market
Writers and Publishers: copyright in music publishing
2019 EU Directive on Copyright in the Digital Single Market

Assignments:

Music Marketing DIY Ch 4, Quiz
Music Law Ch 5, Quiz
Marketing Plan 4
Social Media Promotion assignment

Week 5

Discussions

Demo your products and services.
Getting feedback
Test your products and services.
Interpret the Data
Royalties

Assignments:

Music Marketing DIY Ch 6, Quiz
Music Law Ch 6, Quiz

Marketing Plan 5
Social Media Promotion assignment

Week 6

Discussions

Marketing design and goals
Complete Your SMART goals paragraph.
Touring and Artist Management

Assignments:

Music Marketing DIY Ch 7, Quiz
Music Law Ch 7, Quiz
Marketing Plan 6
Social Media Promotion assignment

Week 7

Mid-Term

Social Media Promotion assignment

Week 8

Discussions

Developing Your Brand Strategy
Choosing a Company Brand Name
Design a Company Brand Logo
Copyright and the Changing Distribution of Music

Assignments:

Music Marketing DIY Ch 8, Quiz
Music Law Ch 8, Quiz
Marketing Plan 7
Social Media Promotion assignment

Week 9

Discussions

Achieving the desired image for your tours, records, and merchandise
Brand Structure

Define your product's position.

Digital Music Delivery Formats

Internet Radio

Assignments:

Music Marketing DIY Ch 9, Quiz
Music Law Ch 9, Quiz
Marketing Plan 8
Social Media Promotion assignment

Week 10

Discussions

Finalize your products and services for the marketplace.

Create a product and service development plan.

Finalize a customer service policy.

Analyze the features and benefits of your products and services.

CRB rate decisions and royalty payments

Assignments:

Music Marketing DIY Ch 10, Quiz
Music Law Ch 10, Quiz
Marketing Plan 9
Social Media Promotion assignment

Week 11

Discussions

Devise a pricing strategy
Reinforcing your brand image and generating revenue and awareness
Reflect on your SWOT analysis
Examine how your research goals, and other strategies are connected to price
Choose the pricing strategies that are right for you
Gaps in Copyright Law

Assignments:

Music Marketing DIY Ch 11, Quiz
Music Law Ch 11, Quiz
Marketing Plan 10
Social Media Promotion assignment

Week 12

Discussions

Establish a Place Strategy
Booking live performance sets and distributing records
Create a live performance strategy
DMCA/Copyright Law Reform

Assignments:

Music Marketing DIY Ch 12, Quiz
Music Law Ch 12, Quiz
Class Presentation
Marketing Plan 11
Social Media Promotion assignment

Week 13

Discussions

Distributing your merch and songs effectively for profit
Place your music in film/tv/games and media
Winning over fans via publicity and paid advertising
Prepare an electronic press kit
Develop a paid advertising campaign
UGC, NFT's, and AI

Assignments:

Music Marketing DIY Ch 13 and 14, Quiz
Music Law Ch 13, Quiz
Class Presentation
Marketing Plan 12
Social Media Promotion assignment

Week 14

Turn in Final Project

Week 15

Finale Project will be graded. Revisions will be assigned if necessary.

Program Outcome Alignment: MUSIC PRODUCTION

This program contributes to the University outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

Program Outcome alignment with University Outcomes		Significant	Moderate	Minimal	None
Spiritual Integrity					
Outcome 1	Students will apply a Biblical and Christian Worldview when creating, performing, teaching, worshiping, and analyzing a variety of styles of music.	X			
Personal Resilience					
Outcome 2	Students will demonstrate active engagement and self-motivation in the preparation for recitals, classroom teaching, worship sets, research, audio projects, and presentations in music.	X			
Intellectual Pursuit					
Outcome 3 NASM 8.B.2.a-b	Students will develop the technical performance skills for artistic expression in at least one major performance area at a level appropriate for the major or concentration.	X			
Outcome 4 NASM 8.B.1.c	Students will develop ability to ready at sight with fluency in their major performance area relevant to professional standards for the music program.	X			
Outcome 5 NASM 8.B.2.a	Students will develop aural skills to identify intervals, melodic structures, chord qualities, and harmonic progressions.	X			
Outcome 6 NASM 8.B.2.a	Students will demonstrate an understanding of the theory, harmonic progressions, and forms of a variety of styles of music when studying, listening, performing, and teaching music.	X			
Outcome 7 NASM 8.B.4	Students will acquire and develop the basic knowledge of music history and repertoire through the present time for a variety Western music cultures and styles.			X	
Outcome 10	Students will record and engineer a final mix of a musical composition or arrangement for distribution or presentation.	X			
Global Engagement					
Outcome 8	Students will engage and analyze music from a wide variety of musical periods including Western and non-Western musical traditions (and worship).		X		
Bold Vision					

<p>Outcome 9 NASM 8.B.1.f</p>	<p>Students will demonstrate vision, leadership, and artistry in performance or planning through expression in phrasing, dynamics, articulations, and accepted practice for musical works in a variety of settings including the stage, classroom, therapeutic settings, and worship services.</p>		<p>X</p>		
-----------------------------------	---	--	----------	--	--