

Music Business Courses

Survey of the Music Business examines the music industry including songwriting, live performance, the record industry, music merchandising, contracts and licenses, and career opportunities.

Music Marketing covers methods of distribution, retailing, and wholesaling such as identifying a target market, image building, distribution (brick and mortar vs. digital delivery), pricing, advertising, and marketing mix.

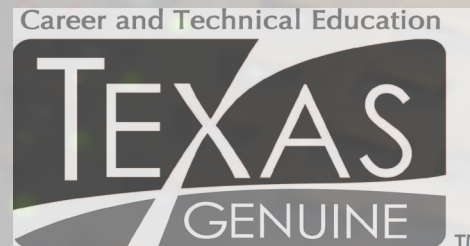
Concert Promotion and Venue Management focuses on considerations in purchasing a club, concert promotion and advertising, talent buying, city codes, insurance, Texas Alcoholic Beverage Commission Regulation, performance rights organization licenses, personnel management and concert production and administration.

Live Music and Talent Management explores the role, scope, and activities of the talent manager including establishing the artist/manager relationship, planning the artist's career, and developing goals, strategies, and tactics with an overall view of the live music business.



www.collin.edu/music

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Commercial Music at Collin College

Studying Commercial Music at Collin College prepares you to enter the music industry workforce in almost any area you can imagine including audio engineering, performance, or music business and marketing. There are many courses to choose from to focus on your area of interest, each leading to a specific degree or certificate.

Careers

Coursework in the Commercial Music program prepares students with the skills needed for music industry jobs such as the following:

- Mixing Engineer
- Live Sound Engineer
- Music Marketing and Management specialist
- Songwriter
- Producer
- Sound Designer
- Recording Studio owner

Recording Studios and Labs

The Commercial Music Program has two fully-equipped recording studios and labs located at two of Collin College's campuses: Preston Ridge in Frisco (near Hwy 121 and Preston Rd.) and Spring Creek in Plano (near I75 and Spring Creek Pkwy.). Both locations feature a full array of industry standard microphones, pre-amps, monitors, audio interfaces and state of the art software including Digidesign's *Pro Tools*, Native Instruments' *Komplet* and Apple's *Logic Audio*.



Music Technology Courses

Audio Engineering I-IV begins with focusing on the recording studio including studio electronics and acoustic principles, waveform properties, microphone concepts and techniques, studio setup and signal flow, recording console theory, signal processing concepts, recorder principles and operation, as well as mixing and editing.

The four semesters culminate in examining the role of the producer in session planning, budgeting and music markets.



All four semesters of Audio Engineering courses can be taken in a regular 16-week semester or in an 8-week *express* format where the classes move at a quick and challenging pace.

Musical Instrument Digital Interface I-II (MIDI) explores the MIDI language and applications in the studio environment using software-based sequencing programs. Includes synchronizing MIDI and audio devices and advanced sequencer operation.

Songwriting I-II covers the techniques of writing marketable songs including lyrics and melodies, setting lyrics to music, developing lyrical and musical “hooks”, analyzing the marketplace, and developing a production plan for a song demo.

Synthesis I-II Students learn about sound synthesis by building virtual tone generators including additive, subtractive, and FM/AM synthesizers.

Audio Electronics examines concepts in electricity, Ohm’s Law, circuit analysis and troubleshooting. Includes soldering techniques, and equipment maintenance.

Commercial Music Theory I-II covers chord progressions, song forms, and harmonic techniques used in commercial music including modern chord notation and chord voicings.

Live Sound I includes principles of live sound as well as the theory and interconnection of the components of a sound reinforcement system.

Live Sound II explores stage monitor systems set-up, operation, and stage management.

Live Sound III covers advanced concepts of engineering for front-of-house mix with techniques required to build and maintain a live sound mix for an audience.



Degrees and Certificates

At Collin College students can earn a two-year degree as well as three different one-year certificates. The coursework for the one-year certificates is included in the two-year degree.

The **Audio Engineering Certificate** has two “tracks”. The *Studio Track* focuses on recording, mixing and mastering. The *Live Sound Track* focuses on designing, setting up and running sound reinforcement for live events. The courses concentrate on building the skills necessary to successfully work in the music industry as either a **Mixing Engineer** or **Live Sound Engineer**.

The **Music Business Certificate** addresses the demands for working in the music industry in marketing and management positions such as artist promotions, concerts and tours, merchandising, social networking, etc.

The **Associates of Applied Science (AAS)** in Commercial Music is a broader two-year degree which includes general education and traditional music courses beyond the courses in Music Business, Audio Engineering or Live Sound.