Course Outline

**Title:** Entertainment Law and New Media **Course Number:** ~~MUS~~BA-146

**Credits:** 3

**Date:** October 2010

**Institution:** Clackamas Community College

**Outline Developed by:** Music Department

**Type of Program:** Lower Division Transfer

**Course Description:**

This course covers the basic elements of copyright law and licensing as it applies to artists, songwriters, composers, film makers, and New Media Artists. Students also learn how to protect their intellectual property and benefit from their rights as a copyright owner.

**Course Objectives:**

1. Teach the student how to protect and control his/her work.
2. Provide the student with an understanding of the methods available to distribute his/her work.
3. Provide the student with a basic understanding of legal issues pertinent to the music/entertainment business.

**Student Learning Outcomes:**

Upon successful completion of this course, the student should be able to:

1. Demonstrate knowledge concerning how to protect and control the artist’s work.
2. Demonstrate an understanding of the methods available for distribution of an artist’s work.
3. Demonstrate comprehension of legal issues pertinent to the music/entertainment business.

**Length of Course:** 33 lecture hours

**Grading Method:** Letter grades (A-F) or Pass/No Pass

**Prerequisites:** None

**MAJOR TOPIC OUTLINE:**

I. New Media

II. Copyrights and trademarks

III. The rights of a copyright owner

IV. Copyright infringement

V. Publishing music and media

VI. Licensing music and media

VII. Compression and internet delivery

VIII. The power of media

IX. Distribution

X. Music/media business startups

**CCC AAOT/ASOT GENERAL EDUCATION OUTCOMES** Course Name and Number **BA-146**

**COURSE OUTLINE MAPPING CHART Entertainment Law & New Media**

**Mark outcomes addressed by this course:**

* *Mark “****C****” if this course completely addresses the outcome. Students who successfully complete this course are likely to have attained this learning outcome.*
* *Mark “****S****” if this course substantially addresses the outcome. More than one course is required for the outcome to be completely addressed. Students who successfully complete all of the required courses are likely to have attained this learning outcome.*
* *Mark “****P****” if this course partially addresses the outcome. Students will have been exposed to the outcome as part of the class, but the class is not a primary means for attaining the outcome and assessment for general education purposes may not be necessary.*

***As a result of completing the AAOT /ASOT general education requirements, students will be able to***:

|  |  |
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| **WR: Writing Outcomes** |  |
| 1. Read actively, think critically, and write purposefully and capably for academic and, in some   cases, professional audiences. | P |
| 2. Locate, evaluate, and ethically utilize information to communicate effectively. | P |
| 3. Demonstrate appropriate reasoning in response to complex issues. | P |
| **SP: Speech/Oral Communication Outcomes** |  |
| 1. Engage in ethical communication processes that accomplish goals. |  |
| 2. Respond to the needs of diverse audiences and contexts. |  |
| 3. Build and manage relationships. |  |
| **MA: Mathematics Outcomes** |  |
| 1. Use appropriate mathematics to solve problems. |  |
| 2. Recognize which mathematical concepts are applicable to a scenario, apply appropriate   mathematics and technology in its analysis, and then accurately interpret, validate, and  communicate the results. |  |
| **AL: Arts and Letters Outcomes** **[[1]](#endnote-2)** |  |
| 1. Interpret and engage in the Arts & Letters, making use of the creative process to enrich the quality of  life. |  |
| 2. Critically analyze values and ethics within a range of human experience and expression to engage   more fully in local and global issues. |  |
| **SS: Social Science Outcomes** |  |
| 1. Apply analytical skills to social phenomena in order to understand human behavior. |  |
| 2. Apply knowledge and experience to foster personal growth and better appreciate the diverse social  world in which we live. |  |
| **SC: Science or Computer Science Outcomes** |  |
| 1. Gather, comprehend, and communicate scientific and technical information in order to explore   ideas, models, and solutions and generate further questions. |  |
| 2. Apply scientific and technical modes of inquiry, individually, and collaboratively, to critically  evaluate existing or alternative explanations, solve problems, and make evidence-based decisions   in an ethical manner. |  |
| 3. Assess the strengths and weaknesses of scientific studies and critically examine the influence of   scientific and technical knowledge on human society and the environment**.** |  |
| **CL: Cultural Literacy Outcome[[2]](#endnote-3)** |  |
| 1. Identify and analyze complex practices, values, and beliefs and the culturally and historically   defined meanings of difference. |  |
| **IL: Information Literacy Outcomes[[3]](#endnote-4)** |  |
| 1. Formulate a problem statement. |  |
| 2. Determine the nature and extent of the information needed to address the problem. | P |
| 3. Access relevant information effectively and efficiently. | P |
| 4. Evaluate information and its course critically. | P |
| 5. Understand many of the economic, legal, and social issues surrounding the use of information. | P |

1. *“Arts and Letters” refers to works of art, whether written, crafted, designed, or performed and documents of historical or cultural significance.* [↑](#endnote-ref-2)
2. *Must be embedded in a course that meets the outcomes for Arts and Letters, Social Science, or Science/Computer Science.*  [↑](#endnote-ref-3)
3. *Must be embedded in the general education required Writing courses* ***Revised 2010-2011 to reflect Statewide AAOT outcomes*** [↑](#endnote-ref-4)