



# STARK STATE COLLEGE

## GENERAL SYLLABUS

### Course Information

**Course Name:** Webcasting and Music Publishing  
**Course Number:** IMT230

### Required Materials

**Textbook(s):** None  
**Required Readings:** None  
**Additional Materials:** Headphones Students MUST bring headphones to every class, as well as the appropriate adaptor for use in eighth-inch and quarter-inch sockets. Students must also bring a notebook and pencil to take notes during class. Be sure to bring a flashdrive or external drive to every class (minimum 8GB).

### Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

Week	Chapter/Topic/Lab
Week 1	<ul style="list-style-type: none"> <li>Introduction: Overview of Webcasting and Music Publishing Master and Class Syllabus</li> </ul>
Week 2	<ul style="list-style-type: none"> <li>Record Labels</li> <li>Review of Quiz Coverage for Webcasting and Music Publishing</li> <li>Quiz#1</li> </ul>
Week 3	<ul style="list-style-type: none"> <li>Copyrights, Patents, Trademarks</li> <li>Review of Quiz Coverage for Webcasting and Music Publishing</li> <li>Quiz#2</li> </ul>
Week 4	<ul style="list-style-type: none"> <li>Guerilla Marketing</li> <li>Review of Quiz Coverage for Webcasting and Music Publishing</li> <li>Quiz#3</li> </ul>
Week 5	<ul style="list-style-type: none"> <li>Web-Presence</li> <li>Webcasting and Music Publishing Project#1 – Student Presentations Begin</li> </ul>
Week 6	<ul style="list-style-type: none"> <li>Webcasting and Music Publishing Project#1 – Student Presentations Conclude</li> </ul>
Week 7	<ul style="list-style-type: none"> <li>Performing Rights Organizations</li> <li>Review of Webcasting and Music Publishing</li> <li>Project#2 Specifications</li> </ul>
Week 8	<ul style="list-style-type: none"> <li>Representing a client</li> </ul>

Week	Chapter/Topic/Lab
	<ul style="list-style-type: none"> <li>• Artist Web Presence Presentation</li> <li>• Project#2 concludes</li> </ul>
Week 9	<ul style="list-style-type: none"> <li>• Present Client Materials to Class</li> <li>• Project#2 – Student Presentations begin</li> </ul>
Week 10	<ul style="list-style-type: none"> <li>• Creating an Audio Commercial – Recognizing a Hook</li> <li>• Students Present a Webcasting Resource</li> <li>• Project#2 – Student Presentations conclude</li> </ul>
Week 11	<ul style="list-style-type: none"> <li>• Creating a Video for Audio Mix</li> <li>• Students Present a Webcasting Resource (contd)</li> <li>• Audience Demographics Research</li> </ul>
Week 12	<ul style="list-style-type: none"> <li>• Audience Demographics Paper</li> <li>• Students Present a Webcasting Resource (contd)</li> <li>• Project#3 Specifications</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>• Branding – Designing a Logo</li> <li>• Students Present a Webcasting Resource (contd)</li> <li>• Quiz 3</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>• Building a Website</li> <li>• Students Present a Webcasting Resource (conclusion)</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>• Project#3 Student Presentations begin</li> </ul>
Week 16	<ul style="list-style-type: none"> <li>• Webcasting and Music Publishing</li> <li>• Project#3 Student Presentations conclude</li> </ul>