

Music Business Administration/ Management Program Guide



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Please note the following important information:

Durham College strives to ensure the accuracy of the information in this publication. Please note that the academic curriculum is continually reviewed and revised to ensure program quality and relevancy. As such, the college reserves the right to modify or cancel any course, program, fee, procedure, timetable or campus location at any time. Please consult our website at www.durhamcollege.ca for the most current information.

Printed: June 2011

WELCOME STUDENTS

A Message from the Dean

On behalf of the faculty and staff of Durham College, it is a pleasure to welcome you to Durham College. You are embarking upon an exciting, challenging and rewarding journey.

We wish you success in your studies, supportive new relationships and exciting future in your chosen career. We are committed to meeting your educational needs by providing a high quality program. We will do our best to support you in developing yourself for your career. If you have any questions or need any kind of assistance please ask us. We are here to help you.

We are pleased you have chosen Durham College. We look forward to working with you.



Greg Murphy, MFA
Dean
School of Media, Art & Design

A Message from the Vice-President Academic

Congratulations on choosing Durham College and taking a very important step in preparing for your future. Durham College is known for high quality programs, leading edge technology, an award winning library and a student-centered approach to learning. Supporting our mission that the student experience comes first, Durham College is committed to providing students with quality learning experiences and support in finding fulfillment in education, employment and lifelong learning.

Our programs are continually shaped by market needs and delivered by exceptional teachers with real-world experience. The program you have chosen has been designed to help you develop the necessary skills and knowledge to support your success in your chosen career path. Our dedicated and professional staff and professors are committed to helping you achieve your educational goals and your career aspirations.

Durham College strives to be accountable to students and employers through the preparation of work-ready graduates who will continue to live our “success matters” focus in their professional work environment.

We are pleased you have chosen to study at Durham College and we look forward to supporting your learning journey – work hard, have fun, enjoy your college experience and campus life.

I wish you much success with your studies.



Judy Robinson,
Vice President, Academic

Faculty & Staff Listing

The School of Media, Art & Design Office is located in C237. Our office hours are Monday – Friday 8:00 a.m. – 4:30 p.m. Staff and Faculty can be reached by phone by dialling (905) 721-2000 and then the extension as listed on this directory....

Office & Administrative Staff...

	Office	Extension
Greg Murphy, Dean	C237	3128
Charlotte Hale, Associate Dean.....	C238	2708
Alanna Desaillier, Administrative Coordinator.....	C237	3148
Kerry Doyle-Brownell, Student Liaison	C237	2474
Amy Derald, Administrative Assistant	C237	3067

Faculty...

(*) denotes a Program Coordinator

	Office	Extension		Office	Extension
Aloe, Robert	C226	2280	Ibric, Edin	C230	3634
Anderson, Reid	C226	2641	Jarvis, Greg	C233	2713
Andrews, Craig	B297B	2226	Johnson, Mark, DGVP*	C118	2008
Arsenault, Luc	C228	TBA	Jordan, Bryan	C108	2526
Bartok, Joe	L217	2346	Jordan, Jo-Ann	C118	2624
Bath, Margo	B297C	2293	Klassen, Herb, FAD*	C125	2239
Beaudoin, Isabelle	C234	3631	Kozlowski, Jason	C108	TBA
Brown, Richard, GDES*	C226	2633	Labecki, Dan	C12	6595
Byers-Reid, Tracy	C12	6595	LaFrance, Laurie	L218	TBA
Capar, Terry	L218	2643	Legree, Brian	L221	2712
Chan, Clement	C228	TBA	Leroux, Bernard	C12	6595
Chappell, Rob	L218	2108	Levine, Rick	C12	6595
Chapple, Gary, ANIM*	C227	3636	Lishman, Geordie	C12	6593
Cheng, Linda	C118	2583	Lucier, Peter	C108	TBA
Clarke, Wade	L218	2627	McCall, Todd	L218B	2604
Colling, Ginny	L219	2289	McGhie, Tim	C12	6595
Colmer, Pam	C226	2642	McGrath, Stephen	L217	2346
Cream, Evelyn	L217	2346	McKenzie, Jason	C235	TBA
Crome, Donna	C118	2217	McPherson, Iain	L217	2346
Czuba, Angelina	C227	2159	McQuay, Sean, Fine Art*	C125	2239
Davidson, John	C12	6595	Meekins, Marlo	C12	6593
Devitt, Greg	C12	6595	Pace, Richard	C235	TBA
Dolishny, Rick	CC-WS-2406	6521	Paxton, Rob, JOUR*	L221	2710
Drinkwalter, Kevan	L218B	2291	Poulin, Eric	C235	TBA
Ellis, Stuart	C226	2413	Raby, Phil	L221	2503
Evans, Steven, MMDE*	L218	2643	Ragusa, Rob	C12	6593
Felstead, Kris, WBIN*	C229	3640	Rodrigues, Anna	L221	3666
Ferrari, Nick	C118	2722	Rose, Gerry	L219	2289
Foerster, Mark	C12	6595	Rosnak, Allison	CC2305	2333
Fournier, Allan, DGPH*	C233	2713	Roy, Stephanie	L218B	2604
Garnett, Elaine	L218B	2604	Salter, Dawn, ADVS*	L218B	6525
Goodwill, Kimberley	C12	6593	Schopp, Allan	L218B	2604
Goodwin, John	C227	3636	Seiden, Jeremiah	C227	2159
Gough, Lynn, PUBL*	C124	2571	Senter, Stephen	C118	TBA
Gould, Christopher, VFX*	C230	3634	Starling, John, PRMD*	L218	2644
Grabinsky, Matthew, GDEV*	C229	3640	Stephens, Brian	C118	TBA
Gubala, Ray	L218	2191	Suen, Barb	C226	2506
Hanson-Parry, Tracey	C226	2640	Sutherland, Tony, MBM*	L217	2511
Harder, Danielle	C12	6593	Tasker, Rob	C235	TBA
Heatherley, Scott	C228	TBA	Thornton, Marni	L217	2452
Hill, Joanne	B208	2520	Welsby, Paul	C124	2571
HoSang, Brian	L218	2108	White, Rob	C108	TBA
Hudecki, Peter	C234	3631	Williams, Lance	L218	TBA
Hudson, Brent, MMDE*	L218	2644	Zamojc, Ian	C228	TBA
Hupka, Peter	B297B	2226			

MUSIC BUSINESS ADMINISTRATION/MANAGEMENT FACULTY

JOE BARTOK, Professor

Tel: (905) 721-2000, ext. 2346, Office: L217

Joe is an entertainment business accountant and consultant, who opened the doors to his own practice (This is the Deal) in August, 2007. He earned a Master's Degree in Business Administration (MBA) from the Schulich School of Business at York University in 2006, with a focus on Arts and Cultural Management, including marketing. He also earned a Bachelor of Accounting degree from Brock University in 1998. On the artistic side, Joe owns a publishing/songwriting business (Be One Music), which creates music for television, theatre productions, and the Coolbabies line of children's music. Joe is also a drummer/ percussionist, sound engineer, writer, producer, and voice artist. Outside of work, Joe likes to travel, play soccer, and spend time with his daughter Abby.

EVELYN CREAM, Professor

Tel: (905) 721-2000, ext. 2346, Office: L217

Evelyn Cream has 25 years' experience in the music business and brings a unique wisdom and perspective to her projects, developed working in all aspects of the industry: publishing, indie & major record companies, marketing, publicity, artist management, royalties and manufacturing in Canada, USA, Europe & Asia. After working at CAPAC (now called SOCAN), Anthem Entertainment Group/SRO Management, Warner Music Canada, she started Athena Music International in 1998 to help labels and artists touch the world with their music via marketing, publicity, artist management and consulting. Clients include Universal Music, Favored Nations Entertainment, and Pierre Bensusan. She was also a founder and President of the All Canadian Jazz Festival. Evelyn has worked with musicians from rock, pop, jazz, classical, country, folk, world, and blues genres including: RUSH, 3 Tenors, Herbie Hancock, Steve Vai, The Yardbirds, Blue Rodeo, Great Big Sea, Kronos Quartet, and Paul Brandt.

JOANNE HILL, Professor

Tel: (905)721-2000, ext. 2520, Office: B208

In addition to graduating from Ryerson in Business Administration, Joanne draws her insight and background knowledge from a wide range of business experience in various industries. Joanne is the Canadianizing author and editor of a top-selling technical textbook for Thomson Nelson Publishing. Joanne brings to Durham many years of teaching experience at Centennial and Seneca Colleges to enhance the human relations, written communications, and computer courses she teaches in Music Business Administration/Management. She has been teaching at Durham College since 1994.

GREG JARVIS, Professor

Tel: (905) 721-2000, ext. 2713, Office: C233

Greg Jarvis has 20 years of music industry experience as both an executive and an artist. He's held marketing positions at major labels in Britain, Russia, Canada, the Czech Republic and Poland, and has worked with many established acts including Nirvana, David Bowie, KISS, Dolly Parton, and Aqua. He's also been employed as a senior executive on the BBC's flagship music brand, Top Of The Pops. As an artist, Greg's collaborated with musicians who've played in Blondie, the Patti Smith Group, the Arcade Fire, & Broken Social Scene amongst others and has had over two million copies of his works distributed. His music has been acclaimed by sources as diverse as NASA's mission control staff, Rolling Stone, NME, Exclaim, and members of The Clash, The Wailers, and My Bloody Valentine. Greg also has experience as an artist manager, music trade journalist, campus radio publicity manager, and music marketing consultant. He holds an MBA plus an MA in higher education teaching, has traveled through more than 80 countries, and has been a guest speaker at music industry conferences in Canada and across Europe.

DAN LABECKI, Professor

Tel: (905) 721-2000, ext. 6595, Office: C12

Dan earned his Web Developer Diploma from Durham College in 2002. He started his career working for the Ontario Government, spending a year 'helping to promote computer literacy in Ontario' through a series of programs. At the same time, he worked with many local non-profits in designing and developing high-end web solutions for their organizations. Later, he started his own company and quickly formed a strong relationship with a locally-established web studio. He has worked with such internationally-known clients as Maple Leaf Sports and Entertainment (MLSE), The Humane Society of Canada, and Christian Broadcast Network, as well as many more local clients. He now teaches in Durham College's Music Business Management program as well as the Internet Applications and Web Development program.

IAIN MCPHERSON, Professor**Tel: (905) 721-2000, ext. 2346, Office: L217**

Iain has more than 25 years' experience in diverse facets of the music industry. His production and remix credits include work for U2, Usher, Madonna, Garbage, Nine Inch Nails, New Order, and Canadian artists USS, Natalie McMaster, The Rankin Family, Philosopher Kings, Snow, The Watchmen, Carol Pope, etc. His work has received "Best Single" nods from both print (Billboard Magazine) and radio (102.1 The EDGE). Iain has also worked as A&R consultant for Sony Music. His film credits include music production and dialogue, f/x and film editing for Norman Jewison, Atlantis Films, and CTV-TSN. As the club / radio personality "DJ Iain," he was repeatedly selected "Best Club DJ" by Now and Eye Magazine, with his radio shows carried around the world. As an event producer Iain organized unique events in highly unorthodox locations ranging from abandoned office buildings, warehouses, and farmer's fields, to Toronto Island Airport hangers, The CN Tower, and the Ontario Science Centre. Iain holds a B.A. (Honours) from The University of Toronto, completed Engineering / Production studies at Trebas Institute, and is currently working on his Masters in Distance Education. He is a member of SOCAN and a former FACTOR jury member.

TONY SUTHERLAND, Program Coordinator**Tel: (905)721-2000, ext. 2511, Office: L217**

Tony brings an array of music industry experience to the classroom and the students of Music Business Administration/Management. He has more than 25 years of practical work as a radio programmer, music producer/re-mixer, disc jockey, music journalist, concert promoter, label marketing and promotions manager, music business career specialist, and educator. Tony volunteers his time with numerous organizations and held positions such as President of the Urban Music Association of Canada, founder of the annual Canadian Urban Music Awards, and chair of the R&B/Soul committee for the annual JUNO Awards. He has also contributed to advisory committees such as Artists Against Racism, the Ontario Media Development Corporation Sound Recording Advisory Committee, and The Foundation Assisting Canadian Talent on Recordings (FACTOR). Tony has been teaching at Durham College since 1999.

MARNI THORNTON, Professor**Tel: (905) 721-2000, ext. 2452, Office: L217**

Marni earned a degree in Journalism from Ryerson Polytechnic Institute and began working in the music industry with a small public relations firm. She accumulated many years of experience executing several roles at FACTOR and SOCAN, including funding administration, communications, advertising, SOCAN member career/education development, sponsorship administration, seminar coordination, event planning, and networking. Marni has participated on the Canadian Country Music Association Awards and Balloting Committee and on juries for the Juno Awards and The Western Canadian Music Awards. Marni started teaching at Durham College in 2006, and is completing certification in teaching and training adults.

The above individuals may be contacted by dialing (905) 721-2000, followed by the appropriate extension.

A MESSAGE FROM THE FACULTY

Welcome to the Music Business Administration and Management programs at Durham College! You have entered into a journey of learning, experience, and growth that will help shape you and your future. As faculty, we are privileged to guide and assist you in this process.

The Music Business Administration/Management family bases its philosophy on the cornerstones of mutual respect and trust through the learning process. We provide outstanding music administration and management training to all students and invite you to participate fully and completely. If you ever have any questions or concerns regarding your academic career, feel free to speak with us individually or as a group.

We are guardians of a very unique educational model. It belongs to you for the time you are here with us, as well as after you graduate. As Alumni, you will have the opportunity to support one another and the program as you move forward in your career. Your success is how we measure ours. Best wishes.

"Minds are like parachutes - they function best when open."

Thomas R. Dewar

Mission: The student experience comes first at Durham College

Vision

- Durham College is the premier college in Canada for career-focused students who will succeed in a challenging, supporting and inclusive learning environment.
- Our programs are continually shaped by market needs and delivered by exceptional teachers with real-world experience.
- Our vibrant campus community enriches the student life experience.

All of this combines to ensure our graduates have the market-ready skills to obtain great careers and make a difference in the world.

Values

Our values drive our organizational culture and our behaviour in delivering our vision and mission. They are:

Integrity and Transparency...

we will behave and communicate sincerely and honestly

Respect...

we will treat everyone with dignity and offer superior service

Equality and Diversity...

we will champion all learners and celebrate diversity

Innovation...

we will be leaders in market-responsive learning experiences and solutions

Personal and team accountability...

we will do what we say we will do



THE STUDENT EXPERIENCE COMES FIRST AT DURHAM COLLEGE

Important to All

Students and staff at Durham College are committed to academic excellence by:

- Demonstrating respect for one another and property
- Maintaining a clean and safe environment
- Taking an active role in the learning process
- Providing and receiving support when necessary
- Attending classes and/or appointments regularly and on time
- Modeling skills, attitudes and expectations of the workplace

Support Staff

- Provide professional quality customer service to students and staff
- Direct students and staff to appropriate resources
- Support and assist students in their learning and career goals
- Promote services that enhance student success

Faculty

- To be positive, enthusiastic, patient and flexible
- To be in the class early and prepared to begin on time
- To keep current in academic and professional knowledge
- To be prepared for activities, exercises and demonstrations
- To be available and show willingness to help students
- To ensure that all students get equal assistance and time
- To perform evaluations according to established criteria and within a reasonable time frame
- To return and take up any assigned homework, assignments, tests and projects promptly
- To identify students requiring remedial assistance, and to direct those students to the appropriate services
- To write constructive and helpful statements when evaluating student assignments
- To use a variety of teaching, questioning, and assessment techniques
- To motivate and engage learners in active and collaborative learning
- To encourage student participation and feedback wherever possible
- To effectively use learning technology
- To outline professional responsibilities, career alternatives, and avenues for further education following graduation
- To provide a course outline to each student at the beginning of the course, to review the outline with the students, and to adhere to the outline
- To adhere to Durham College policies, procedures and guidelines
- To place the safety and well being of the student above all other objectives, including fulfilling education obligations

Students

- To be prepared for class and professional practice activities. This will include reading appropriate textbook assignments prior to class and completing any homework assignments
- To be in class and arrive on time
- To participate in class activities
- To demonstrate respect for all persons and the learning environment
- To be trustworthy, honest, and accountable for own behaviour
- To complete tests, assignments and evaluations as required, striving for excellence
- To demonstrate effective communication skills
- To understand all course requirements and to follow them
- To seek assistance immediately if unable to follow the subject requirements for any reason
- To read and adhere to Durham College policies, procedures and guidelines

Administration

- Meet or exceed standards of excellence
- Manage budgets and resources
- Support students and staff in meeting their responsibilities
- Support/direct approved operational procedures
- Communicate relevant information in a timely fashion
- Be current in their field of leadership in a college environment

Important Dates 2011 – 2012

Please note the dates of your semester examinations. **Please ensure that you do not schedule vacation or employment during these times.**

FALL 2011 SEMESTER

July 4, 2011	Fees due date for first year students
July 12, 2011	Web registration - for 2 nd year students who have paid for fall semester - begins.
July 13, 2011	Web registration - for 3 rd year students who have paid for fall semester - begins.
July 19, 2011	Web registration - for 1 st year students who have paid for fall semester - begins.
July 20, 2011	Fees due date for returning students.
August 1, 2011	Civic holiday (no classes).
TBA	Registration for part-time Oshawa campus students begins and window opens for timetable changes.
August 29, 2011	Apprenticeship Classes begin.
September 5, 2011	Labour Day (no classes).
September 6, 2011	Orientation for first-year students.
September 7, 2011	Classes begin for most programs.
September 13, 2011	Last day for late program registration. Last day for fall semester course or program changes.
September 20, 2011	Last day for full-time students to withdraw with a refund of fees paid, less a \$100 administration fee. ^{1,2} Last day for refund eligibility when dropping to part-time. Last day for part-time students to withdraw with tuition fee refund less an administration fee. ^{1,2} Last day to submit a Prior Learning Assessment and Recognition (PLAR) request for fall semester subjects.
September 30, 2011	Student Health Insurance Plan "Opt-out" deadline.
October 3, 2011	Due date for 2 nd instalment of Fall fees.
October 4, 2011	Last day for application for fall semester subject exemption/credit. Last day for withdrawal from a fall semester subject with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a "W" to indicate withdrawal. ^{1,2}

October 10, 2011	Thanksgiving (no classes).
October 20, 2011	Fall Convocation (to be confirmed)
October 26, 2011	Deadline for submission of adjusted marks to clear INC grades from Summer 2011. INC grades after this date will revert to a fail.
November 16, 2011	Winter 2012 semester fees due date.
November 17, 2011	Scholarship Ceremony
November 14, 2011	Last day to withdraw from a fall semester subject. After this date, all subjects will be graded and recorded on the student's transcript. ^{1,2}
December 9, 2011	Last day of classes for most programs.
December 12 to 16, 2011	Fall semester final examinations/evaluation(s) for postsecondary students. Students are reminded not to schedule vacation or employment hours during these times. January 4 and 5, 2012 scheduled as tentative snow dates for the Oshawa campus.
December 22, 2011	Grades are available to view electronically as of 4 p.m. Note: official distribution date for the purpose of academic appeals is January 4, 2012.
TBA	Full-time students may process timetable changes for the winter semester through MyCampus as of 4 p.m.
December 24, 2011 – January 1, 2012 inclusive	Campus closed for the holiday season.

WINTER 2012 SEMESTER – JANUARY START

November 21, 2011	Web registration for Fall start 1 st year students for winter 2012 semester courses begins.
November 28, 2011	Web registration for 2 nd and 3 rd year students for winter 2012 semester courses begins.
December 5, 2011	Web registration for January start students begins.
December 7, 2011	Winter 2012 semester fees due date.
TBA	Registration for Oshawa campus part-time students begins.
January 2, 2012	Apprenticeship Classes begin
January 4, 2012	Classes begin for most programs. Official grade distribution date for the purpose of Academic Appeals.
January 10, 2012	Last day for late program registration. Last day for winter semester course or program changes.
January 10, 12 and 14, 2012	Dates for missed exams from Fall Semester 2011

January 17, 2012	<p>Last day for full-time students, who started their program in September 2011, to withdraw with a refund of <u>winter tuition fees</u>.^{1, 2} Ancillary fees and school supply fees are not refundable.</p> <p>Last day for full-time students, who started their program in January 2012 to withdraw with a refund of fees paid less a \$100 administration fee.^{1, 2}</p> <p>Last day for refund eligibility when dropping to part-time.</p> <p>Last day to withdraw from part-time studies with tuition fee refund less an administration fee per subject.</p> <p>Last day to submit a Prior Learning Assessment and Recognition (PLAR) request for winter semester subjects.</p>
January 31, 2012	January start students only: Student Health Insurance Plan “Opt-out” deadline.
January 30 to Feb 3, 2012	Winter Break week for Electrical Block Intermediate & Advanced apprenticeship students only.
January 31, 2012	<p>Last day for application for winter semester subject exemption/credit.</p> <p>Last day to withdraw from a January start subject with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a “W” to indicate withdrawal.^{1, 2}</p>
February 8, 2012	Due date for 2 nd instalment of Winter fees.
February 17, 2012	T2202As available online via MyCampus as of 4 p.m.
February 20, 2012	Family Day (no classes).
February 20 to 24	Winter Break week; no classes with the exception of Apprenticeship and February-start students.
February 27 to March 2	Winter Break week for Apprenticeship students with the exception of Electrical Block Intermediate and Advanced students.
March 7, 2012	Deadline for submission of adjusted marks to clear INC grades from Fall 2011. INC grades after this date will revert to a fail.
March 12 to 16, 2012	Winter Break week for most OYAP apprentices (except OYAP hairstylists; please see your school office).
March 19, 2012	Last day to withdraw from a January-start subject. After this date, all subjects will be graded and recorded on the student’s transcript. ^{1, 2}
April 6 2012	Good Friday (no classes).
April 10, 2012	Last day to apply to graduate – courses ending April 2012.
April 13, 2012	Last day of classes for most January-start programs.
April 16 to 20	Winter semester (January start) final examinations/ evaluation(s); students are reminded not to schedule vacation or employment hours during these times.

April 27, 2012	Grades are available to view electronically as of 4 p.m. Official distribution date for the purpose of academic appeals.
May 8, 10, and 12, 2012	Dates for Missed Exams from Winter Semester 2012.
June 21 & 22, 2012	Convocation (Time and location TBA)

WINTER 2012 SEMESTER – FEBRUARY START

December 7, 2011	Winter 2012 – February-start - semester fees due date. Web registration for February-start students begins.
January 30, 2012	February-start classes begin.
TBA	Registration for Oshawa campus part-time students begins.
February 3, 2012	Last day for February-start late program registration. Last day for February-start course or program changes.
February 10, 2012	Last day for full-time students, who started their programs in February 2012 to withdraw with a refund of fees paid less a \$100 administration fee. ^{1,2} Last day for refund eligibility when dropping to part-time for February start only. Last day for February-start students to submit a Prior Learning Assessment and Recognition (PLAR) request for winter semester subjects.
February 20, 2012	Family Day (no classes).
February 29, 2012	February-start students only: Student Health Insurance Plan “Opt-out” deadline.
February 24, 2012	Last day for application for semester subject exemption/ credit. Last day to withdraw from a February-start subject with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a “W” to indicate withdrawal. ^{1,2}
March 7, 2012	Due date for 2 nd instalment of Winter fees – February-start students only. Deadline for submission of adjusted marks to clear INC grades from Fall 2011. INC grades after this date will revert to a fail.
April 6, 2012	Good Friday (no classes)
April 9, 2012	Last day to withdraw from a February start subject with no academic penalty. After this date, all subjects will be graded and recorded on the student’s transcript. ^{1,2}
May 4, 2012	Last day of classes for most February start programs.
May 10, 2012	Grades are available to view electronically as of 4 p.m. Official distribution date for the purpose of academic appeals.
June 21 & 22, 2012	Convocation (Time and location TBA)

SPRING 2012 SEMESTER

March 7, 2012	Spring 2012 semester fees due date.
April 10, 2012	Web registration for Spring/Summer programs begin.
May 7, 2012	Most Spring classes begin.
TBA	Registration for Oshawa campus part-time students begins.
May 11, 2012	Last day for late program registration. Last day for most spring semester course or program changes.
May 18, 2012	Last day for full-time students, who started their programs in Spring semester to withdraw with a refund of fees paid less a \$100 administration fee. ^{1,2} Last day to submit a Prior Learning Assessment and Recognition (PLAR) request for most spring semester subjects. Last day to withdraw from most spring semester subjects with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a "W" to indicate withdrawal. ^{1,2} Last day for application for spring semester subject exemption/credit.
May 21, 2012	Victoria Day (no classes).
May 31, 2012	Student Health Insurance Plan "Opt-out" deadline.
June 8, 2012	Last day to withdraw from most spring semester subjects. After this date, all subjects will be graded and recorded on the student's transcript. ^{1,2}
June 22, 2012	Last day of classes for most Spring-start programs.
June 29, 2012	Deadline for submission of adjusted marks to clear INC grades from January start Winter 2011 semester. INC grades after this date will revert to a fail.
June 28, 2012	Spring semester grades are available to view electronically as of 4 p.m. Official distribution date for the purpose of academic appeals.

SUMMER 2012 SEMESTER

April 10, 2012	Web registration for Spring/Summer programs begins.
May 2, 2012	Summer 2012 semester fees due date.
July 2, 2012	Canada Day (no classes).
July 3, 2012	Summer classes begin.
July 9, 2012	Last day for late program registration. Last day for most summer semester course or program changes.

July 16, 2012	<p>Last day for full-time students, who started their programs in Summer semester to withdraw with a refund of fees paid less a \$100 administration fee.^{1,2}</p> <p>Last day to submit a Prior Learning Assessment and Recognition (PLAR) request for most summer semester subjects.</p> <p>Last day to withdraw from most summer semester subjects with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a “W” to indicate withdrawal.^{1,2}</p> <p>Last day for application for summer semester subject exemption/credit.</p>
August 3, 2012	Last day to withdraw from most summer semester subjects. After this date, all subjects will be graded and recorded on the student’s transcript. ^{1,2}
August 6, 2012	Civic Holiday (no classes).
August 17, 2012	Last day of classes for most Summer start programs.
August 23, 2012	Grades are available to view electronically as of 4 p.m. Official distribution date for the purpose of academic appeals.
October, 2012	Convocation (Time and location TBA)

NOTES:

1. Official Withdrawal forms must be completed by the student and submitted to the Office of the Registrar.
2. The administration fee for international students will vary.

These dates represent the best information at time of publication. The College reserves the right to make changes subject to amendments to existing legislation, Collective Agreements, or as required by the College. Dates may vary slightly from program to program.

PROGRAM INFORMATION

PROGRAM OVERVIEW

The Music Business Management program at Durham College is essential training for anyone interested in a career in the exciting business world of music. Our program prepares you to manage all of the business aspects of the music industry. Change always occurs in this business, and our program ensures that graduates are prepared to work in areas such as:

- Artist management and booking
- Entrepreneurship
- Event planning
- Marketing, promotion and publicity
- Music publishing
- Rights management
- Tour management, and
- Venue management

Songwriters and performers also enrol in this program to gain a well-rounded view of the business to support them in their creative pursuits. You have opportunities on and off campus to gain practical experience in planning events, seminars, and showcases, as well as other entertainment business initiatives of your choice.

Field placements at industry organizations help to complete your exposure to the industry and provide valuable networking opportunities. Music Business Administration/Management graduates are a step above the competition and hit the ground running, equipped with the knowledge, skills, and real experience they need to jump into leadership roles in the industry.

ESSENTIAL EMPLOYABILITY SKILLS

Students receiving credit in the Music Business Administration Management programs will have demonstrated their ability to:

- Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- Execute mathematical operations accurately.
- Apply a systematic approach to solving problems.
- Use a variety of thinking skills to anticipate and solve problems.
- Locate, select, organize, and document information using appropriate technology and information systems.
- Analyze, evaluate, and apply relevant information from a variety of sources.
- Show respect for the diverse opinions, values, belief systems, and contributions of others.
- Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- Manage the use of time and other resources to complete projects.
- Take responsibility for one's own actions, decisions, and consequences.

Course Outlines

For each course, a Course Outline that describes course learning outcomes, course content, learning activities, evaluation methods, timelines and support resources is available online.

This is a binding document. Any changes will be agreed upon by students and the professor and requires approval from the Dean of the School. For further details, please refer to the Course Outlines Policy and Procedure documents (<http://www.durhamcollege.ca/academicpolicies>). Course outlines are important documents. Please refer to them during the semester and keep them safely afterward. For students who go on to other post secondary institutions or post diploma programs, these will be essential documents.

Please note that students are expected to download copies of their course outlines from MyCampus prior to the **first** class in each course. Instructions for downloading are located on MyCampus at www.durhamcollege.ca/mycampus .

General Education

General education courses strengthen students' skills in areas such as critical analysis, problem solving and communication in the context of an exploration of topics with broad-based personal and/or societal importance. Normally, programs of instruction leading to either an Ontario College Diploma or an Ontario College Advanced Diploma include three general education courses. Such courses are identified on the program of study using the designation of "G". General Education courses are typically a combination of mandatory and elective courses.

According to Durham College Academic Policy ACAD-103 and as a requirement for graduation, every Durham College student in a two or a three-year diploma program must have successfully completed a minimum of three General Education courses from at least **two different** General Education themes as follows:

- GNE1 1100 – Personal Understanding
- GNE1 1200 – Arts and Society
- GNE1 1300 – Civic Life
- GNE1 1400 – Social and Cultural Understanding
- GNE1 1500 – Science and Technology

DURHAM COLLEGE ACADEMIC POLICIES & PROCEDURES

To view the Durham College Academic Policies & Procedures, please go to www.durhamcollege.ca/academicpolicies.

PROGRAM SPECIFIC ACADEMIC POLICIES & PROCEDURES

In addition to the college policies and procedures outlined in your Student Handbook, the subsequent policies and procedures apply to the Music Business Administration and Music Business Management programs. **It is your responsibility to read, understand, and comply with policies outlined in this and other documents.** The Music Business Administration/Music Business Management programs reserve the right to alter their policies and procedures as needed. You will be given written notification of any necessary changes. The following policies apply to all courses unless you are advised otherwise by your professors. Additional policies specific to individual subjects may be included in those course outlines.

Conduct

The following are class-conduct rules. A breach of any these rules will result in disciplinary action at the discretion of the professor.

Students are expected to contribute to a respectful learning environment. Rather than reading a long list of “Do’s and Don’ts”, students are expected to use adult, courteous, and professional conduct in class. Inappropriate behaviour includes swearing, vulgarity, racist and/or sexist remarks, any type of disrespect toward professors/students, and so on. Disruptive actions include, but are not limited to, incessant talking and explicit lack of respect for the opinions of others.

Cell phones, Smartphones, iPods, and other electronic devices which may be considered distracting to students and/or the professor **MUST** be turned off while in class.

Unless otherwise specifically directed by the professor, computers may be used in class only for taking relevant notes, and this use will be at the professor’s discretion.

Emailing, instant messaging, listening to iPods/MP3 players, watching videos, playing games, any use of social media, and reading magazines, books, or newspapers unrelated to the course are not acceptable in-class behaviours.

Additional, specific behavioural guidelines will be discussed in class. If in doubt about how to behave, simply ask your professors.

Attendance

Academic success is directly related to attendance. Students are expected to attend classes, tests, examinations, and other forms of evaluation. Be punctual. Attendance will be evaluated on a weekly basis. If a student is absent, it is his/her responsibility to secure the materials for the lesson. It is also expected that students will actively participate in in-class activities and discussions.

When serious illness or other grave occurrences interfere with a student's ability to complete his/her course requirements, the student must submit the appropriate documents (i.e. medical certificate) to all appropriate professors. Telephone/email your professor(s) or leave a message with the School of Media, Art & Design’s Administrative Assistant if an emergency occurs: 905-721-2000, ext. 3067. Contact the professor(s) as soon as you return to school.

Volunteer, intramural and varsity sport conflicts are not acceptable reasons for missing a lesson or evaluation. They must be discussed with and authorized by each professor.

Assignments/Evaluations

All submissions for marking are to be fully completed and handed in on the deadlines specified in the Sequence of Instruction and/or Evaluations sections of the course outline, or as posted by each Professor.

All assignments must be word processed (unless otherwise stated by an individual professor).

Assignments are due in class on the day and time indicated on the course outline and/or the assignment and/or as stated by the professor.

Late assignments/seminar activities may not be made up or supplemented. Any missed in-class assignments will be assigned a mark of zero ("0") unless otherwise stated by an individual professor.

Joint assignments will not be accepted without prior approval of the relevant professor.

Tests will be given only once. Make-up tests will not be available. If an assessment (test or assignment) has been missed for legitimate reasons that warrant extenuating circumstances, and the appropriate, required documentation has been provided and accepted, the weighting of the missed assessment will be added to another appropriate assessment at the professor's discretion. If it is the final major assessment that is missed in such a situation, then the weighting of that assessment shall be reallocated proportionally across the other assessments in the course.

Students who have difficulty with the subject content may apply to Student Academic Learning Services for assistance with peer tutoring or to the Reach Office for assistance in coping with special needs.

Refer to the "Student Rights and Responsibilities" and the "Academic Policies and Procedures" documents contained in the Durham College Student Association Handbook for additional information.

Academic Writing

Sound academic writing is the foundation of professional communication. In the MBA/MBM programs, students will lose marks for poor communication. For assessments in non-communication courses, a student may lose a maximum of 25% of the mark allocated. For communications courses, a student may lose a maximum of 50% of the mark allocated.

Illness

Students miss tests and exams for a variety of acceptable or unacceptable reasons. If you know you will miss a test or exam, the first thing you should do is phone or email your professor. If necessary, leave a message with your full name, the date and time you are calling, and a short message of explanation. If you miss a test/exam because of illness, medical certification will be required. The professor may use his/her discretion regarding alternate arrangements for the test/exam.

Rewrites

Except for a legitimate reason of illness, there are no rewrites or supplemental exams granted. See the Assignments/Evaluations section above.

Late Assignments

All assignments must be submitted by the deadlines indicated by the respective professors. The following applies to late assignments:

- A. No prior arrangement with professor - zero grade (0)
- B. Prior discussion with professor, valid reason given, and extension granted - ten percent (10%) penalty of the earned mark per 24-hour period, including weekends

C. Extension missed, no prior discussion with professor - zero grade (0)

Missed Tests

- A. No prior notification - zero grade (0).
- B. Prior notification, valid reason - no penalty. A test time MAY be given A.S.A.P. after or prior to test date(s). Otherwise, tests will be given only once. Make-up tests will not be available. If a test or assessment has been missed for legitimate reasons that warrant extenuating circumstances, and appropriate, required documentation has been provided and accepted, at the professor's discretion, the weighting will be added to an appropriate assignment. If it is the final major assessment that is missed in such a situation, then the weighting of that assessment shall be reallocated proportionally across the other assessments in the course. See above.

Marks

Marks will be posted through WebCT. When you receive your test or assignment back, your mark will be on the paper. Keep all tests and assignments and a record of your marks. It is important that you know your academic progress. Your tests and assignments will be returned to you during class unless otherwise stated by individual professors. Tests and assignments taking place or due at the end of the academic year may not be returned unless students make arrangements with their professor(s).

Extra Help

Help is always available. Please let respective professors know, either during class time or by phone or email, if you would like additional help. Remember off of Students Academic Learning Support and peer tutoring are also available to help you be successful.

Do not wait until you are too far behind to catch up. If you are having significant problems in or out of class, don't drop out. There are many resources at Durham to help you deal with difficult situations. Give us a chance to help you first.

Academic Integrity and Academic Dishonesty

Durham College is committed to promoting and protecting the fundamental values of academic integrity. To maintain academic integrity, student work shall be the product of his/her own efforts. Please refer to your Student Handbook under Policies and Procedures. Ensure that you are aware of both what exactly constitutes academic dishonesty and the consequences/penalties involved. Ask any professor if you are unsure - this is a student responsibility.

Academic dishonesty will be discussed and clarified by faculty in an orientation session in the first week of the semester.

Academic dishonesty is considered a serious offence at Durham College. It includes cheating and plagiarism. These offences carry significant consequences for anyone found guilty of these unethical and illegal acts. "In the workplace, those caught plagiarizing have lost their jobs, been demoted, faced legal action, and at the very least, tarnished their reputations in their file." (Colling and Gubala)

Cheating

Cheating is defined as the misrepresentation by a student of his/her performance in a college subject for the purpose of obtaining marks or recognition to which he/she is not entitled.

Actions which are considered cheating on a test, exam, or assignment include but are not limited to:

- Copying from another student's work;
- Using materials not authorized for exam or test use by the person giving the exam or test;
- Collaborating with another student during a test/exam without permission;
- Collusion, which means obtaining from or giving to another student unauthorized assistance in any subject for the purpose of fraud;
- Falsification, which means modifying, without authorization, an examination paper, record, or report for the purpose of obtaining additional credit;
- Knowingly using, buying, selling, stealing, or soliciting any of the contents of a test/exam;
- Writing a test/exam/assignment for another student or permitting another student to write a test/exam/assignment for oneself;
- Attempting to bribe an instructor or other college employee in order to obtain a passing grade, or to better a grade on a test/exam/assignment, or to alter records for such grades;
- Submitting the same original student work for credit in two or more different courses without prior agreement of the instructors involved.

Plagiarism

Plagiarism includes, but is not limited to, failure to indicate the ideas, data, graphic elements, or language of another without specific and proper acknowledgement.

"Plagiarism is a form of stealing: as with other offences against the law, ignorance is no excuse."
(Northey 12)

What to Document

Student work shall be the product of his/her own efforts. The Music Business Administration and Management program uses the MLA style of documentation. All MBA/M students will use this form of documentation when submitting assignments requiring documentation of their research.

The MLA style of documentation is introduced by relevant professors in the first semester. Therefore, it is the student's responsibility to correctly cite references, both in the text/body of the paper/presentation and in the Works Cited. Students who are unfamiliar with this method of documentation may seek help from the professor outside of class by making an appointment, by going to Student Academic Learning Support for assistance, or by obtaining an MLA citation guide from the campus library.

Merely including a source in the Works Cited list does not constitute sufficient acknowledgement of derived materials. Acknowledgements must be made at appropriate places within the submission or presentation. (Norman 32) (Queen's University)

The following is a list of materials, which must be acknowledged:

- Direct quotations of someone else's words
- Paraphrases of someone else's words
- Facts and information derived from someone else
- Ideas derived from someone else
- Original creations of someone else

Instruction on MLA citation is also contained in the following texts:

Norman, Colin. Writing Essays: a short guide. 2nd ed. Kingston: Queen's University, Dept. Of English, 1987

Northey, Margo. Making Sense: a student's guide to writing and style. Toronto: Oxford University Press, 1987

Refer to individual subject outlines for any exceptions and your professor's specific documentation style.

Penalties for Cheating

The penalties for cheating and/or plagiarizing are severe and will be enforced using the student Academic Alert system:

1st offence: "0" on the assignment

2nd offence: dismissal from the course

3rd offence: dismissal from the college

(A complete listing of the Academic Integrity Policy and the penalties can be found in the Student Handbook.)

Sometimes the rules regarding academic integrity can be confusing when applied to individual student work. Sometimes students do not understand the assignment and may unwittingly commit an act of academic dishonesty. However, ignorance will not be a valid excuse. If students have questions about an assignment, it is their responsibility to see their professor.

Students with Disabilities

In our commitment to ensure our value of "Educational Justice for All", students who may require academic supports due to any type of disability should contact the Centre for Students with Disabilities in the Gordon Willey Building, or call 905.721.3123.

Professional Responsibilities

Punctuality for class: Class begins at 10 minutes past the hour. Students are expected to arrive for class on time.

Conflicts: Disputes between students should not be brought into the classroom. However, when an issue is brought to the attention of the professor, the professor will endeavour to resolve the issue by speaking with all parties. Otherwise, the professor and the program coordinator will refer the matter to relevant department (s) within the college.

Disagreement over marks: Where a student is in disagreement with a professor about his or her marks, the student should first speak to the professor. Should agreement not be reached, the student should take the issue to the dean. Additional processes are discussed in the program handbook.

Email addresses: The official means of email communication within the college is through MyCampus. Students who choose to use alternate email accounts to communicate to external agencies are reminded that the email address used must be appropriate and professional.

POLICIES FOR THE SCHOOL OF MEDIA, ART & DESIGN

Communications

- Pursuant to the Freedom of Information & Protection of Privacy Act, the divisional office **will not** release any personal information regarding a student. This includes academic standing, personal data, timetable information, etc. Information will not be released to any relative including spouse, mother or father. If a student wishes to include parents in any conversations, a Freedom of Information Release form must be completed prior to the meeting.
- Students are responsible for regularly checking their MYCAMPUS email and WebCT for messages from professors.
- Students should regularly check the school website <http://mad.durhamcollege.ca> for up-to-date information and should check daily for a listing of absent faculty.
- If the student has a concern with a particular course, the student should speak directly to the professor. If the matter cannot be resolved, students may make an appointment with the Student Liaison (Kerry Doyle Brownell) and may be referred to the Dean.
- Staff in the School of Media, Art & Design may be contacted in three ways: by telephone (905-721-2000), by email, or by appointment. Check with professors on their preferred contact method.

Timetables

- Timetables are available online through our intranet – MYCAMPUS. You can view and/or print your timetable from any computer with Internet access. If you require assistance, please contact the Help Desk: 905-721-2000 x 3333.

Disclaimer

- Because of the ongoing need to improve our curriculum, there may be some changes in courses offered. If this occurs, we will notify those affected.

Labs

- Computer labs are reserved for coursework. Games are not permitted. No adult materials should be displayed at any time and no MSN or other chat rooms are permitted.
- Photography labs are reserved for registered students only. Safety procedures must be followed at all times. Students are responsible for tidying their own work area after use.
- Program specific labs are used for classes and program activities. Students who wish to use these labs during scheduled classes must do so with minimum disruption to the class and approval from the professor.

Graduation Requirements

- Students must have a cumulative G.P.A. of 2.0 or higher to be eligible for graduation. In addition, a student must have successfully completed all required courses.
- A student who has a G.P.A. of less than 2.0 should contact the school office to arrange for academic counseling. Please refer to the Grading System section of the Student Handbook for more information.

- At least 25% of the completed program subjects and/or weighted credit hours must be completed at Durham College to be eligible for a Durham College diploma.

Final Marks

- Faculty members or office staff will not release final marks. Grades will be posted on MYCAMPUS.

Student Work

- Faculty will return student work directly to the student normally within a scheduled class hour.
- Students must hand in work following submission directions from the professor. It is the student's responsibility to submit work to the professor before the due time and date. Unless informed otherwise all work is due at the beginning of the class. The media, art & design industry is deadline oriented; therefore students must learn excellent time-management skills. All late submissions will attract a penalty deduction or may not be accepted. Check your subject outline for specific penalties assigned to each course.
- Under no circumstances is work accepted at the Administration office.
- All submissions must meet specified guidelines as detailed by the professor.
- In-class assignments cannot be made up.
- Students should keep back-up copies of all assignments in case the original is lost.
- Assignments submitted electronically must be in the format designated by the professor. Attachments that will not open are the responsibility of the student and subject to late or non-submission penalties.
- Medical documentation or other documentation will be required in cases of missed assignments and tests.

Attendance

- Class attendance and participation will enhance your opportunities for success.
- If a student is absent for three classes the professor will contact the administration office and the student will be contacted.
- Any student who misses six or more classes in a subject may be asked to withdraw from that subject and will be ineligible for any make-up assignments/tests.

Tests

- All tests must be written as scheduled.
- Students who arrive late for a test will not be allowed to write the test and will not receive a make-up opportunity.
- If the student expects to miss a test, they must contact the professor before the test begins.
- Medical documentation or other documentation will be required in cases of missed tests.

Academic Integrity

Academic integrity refers to the pursuit of scholarly activity in an open, honest and responsible manner. Acts that undermine academic integrity, such as plagiarism, cheating and misrepresentation of work, contradict Durham College's core values.

To ensure the highest academic standards, students are accountable for the work they produce, and student work must be the product of his or her efforts. Durham College has purchased a license with Turnitin.com, an online service to detect unoriginal work and citation errors. The Academic Integrity Policy and Procedure documents (<http://www.durhamcollege.ca/academicpolicies>) provide a comprehensive explanation of Durham College's expectations regarding academic integrity.

Requirements For Promotion

Evaluation and Promotion

Academic courses are evaluated using a variety of methods such as tests, essays, labs, written or verbal assignments, in-process activities, group work and/or final examinations. The evaluation criteria for each course are noted in its course outline. Students are advised to familiarize themselves with these criteria early in the semester. Please refer to the Grading and Promotion Policy and Procedures documents (<http://www.durhamcollege.ca/academicpolicies>) for a complete overview of grading and promotion practices.

Academic Probation

Students who are not progressing satisfactorily according to criteria published in their respective program guides may be placed on academic probation, at the discretion of the school Dean or designate. Such students may be allowed to continue their studies on a Letter of Permission (an academic student contract) which will specify conditions which must be met to continue in their programs. Students who do not meet the conditions of their academic probation may be required to withdraw from full-time studies.

Aegrotat

Aegrotat refers to a 'compassionate pass' in a course in which, due to **emergency circumstances** related to health and wellness, a student was unable to complete all of the evaluation requirements. Emergency circumstances that may warrant the designation of an Aegrotat include, but are not limited to: injury, illness and/or bereavement. Documentation supporting the request for an Aegrotat designation may be required.

The awarding of an Aegrotat credit is noted in a student's transcript as AEG and is therefore not included in the calculation of a student's grade point average. A student shall receive Aegrotat standing only once in a five year period.

Further information about Aegrotat standing can be found in the Aegrotat Policy and Procedure documents (<http://www.durhamcollege.ca/academicpolicies>).

Missed Final Examinations

A final examination is a discretely designed assessment administered in Week 15 of a 14 week semester. Students who, as a result of **non-emergency circumstances**, miss one or more final examinations during a single examination period may be eligible to apply to defer/reschedule the writing of these assessments.

To be eligible, students must have no less than a cumulative 1.5 GPA, apply for consideration using the appropriate forms and pay a fee. This privilege can only be used by a student once in a five-year period. External accreditation requirements, the availability of appropriate examination facilities and other constraints necessitate that not all courses will be eligible.

For more details, students should speak with their Student Liaisons or review the Missed Final Examination Policy and Procedure documents (<http://www.durhamcollege.ca/academicpolicies>).

INTRODUCTION TO MUSIC BUSINESS ADMINISTRATION'S **CAMPUS ENTERTAINMENT**

Campus Entertainment (CENT) is not like your other courses; it's WAY COOLER!

- No textbooks!
- No sitting at a desk for hours!
- And you still learn a TON of great stuff!

It doesn't get much better than that!

This course provides you with hands-on, practical, business experience similar to what you would find in the "real world" of the music industry.

CENT is a unique course that offers you the chance to 'learn by doing.' In the process you will learn about both the industry and yourself.

The Music Business Management students in CENT work in an on-campus music industry. There are several companies, called initiatives, which you can choose from to participate in. These include a record label, artist management company, radio station, recording studio, music magazine, merchandising company, an event production company, a music business directory, publicity and promotion company, live sound production, video production, web site and logo design, and more!

In order to pass the course, you have to accumulate at least 30 hours of authentic work experience. You'll also have to complete some written assignments. At the end you'll have gained real-world experience for your resumé, which will greatly improve your job prospects! Employers are always looking for people with experience and CENT gives you a great opportunity to get exactly that. Read on to find out more about this unique course, and how it can give you the competitive edge you need to kick start your career in the music industry!

OVERVIEW

The Music Business Administration students in CENT work in a music industry on campus. There are several companies, called initiatives, to participate in:

- Record label (Backrow Records)
- Artist management (TakeOver Management)
- Event production (Breakthru Events)
- Concert production (MBM CP)
- Recording studio (Push Play)
- Radio station (The RIOT Radio)
- Merchandising (Limited Press)
- Photography (Backstage Photography)
- Magazine (Volume 11)
- Durham Music Directory
- Publicity and promotion (Homegrown)
- Live performance (Open Mic)
- Live recording (A-Live Recording)
- Video production (Shattered Productions)
- MBM web site and logo design (BiLD)

HOW DOES IT ALL WORK?

In order to pass the course you will need to gain a minimum of 30 hours of experience in one or more CENT initiatives, in addition to satisfactorily completing the required written paperwork. The course generally rolls out like this:

The first- and second-year students have one hour each week together in a classroom with the course professors. This is where we have the opportunity to hear from each initiative and learn about the latest happenings and accomplishments. There will also be some lectures/guest speakers relevant to the course objectives and the knowledge and skills relating to each area of the music industry. Attendance is taken and, on occasion, assignments may be given in class.

In the first class the initiative leaders - second-year students who have already been “hired” for the fall semester - will tell you all about the different initiatives and the types of jobs available in each of them. Then you think about what you might like to do, at least for the first semester.

- What do you think you want to do in the industry when you graduate?
- What are your strengths?
- What do you like to do?
- What are you interested in?
- What do you want to learn?
- What skills do you want to acquire or improve?

Next, apply for a job in an initiative, or several, get interviewed, and get hired!

Once you have your job(s), DIG IN! Learn. Think. Experience. Create. Grow.

COURSE REQUIREMENTS

Work experience is mandatory. Written assignments must also be completed in order to track your progress and to help you realize the benefits of your participation.

Here’s how you will be evaluated:

1) Hours of Experience

You will be required to accumulate 30 hours of authentic work experience in each semester in a CENT-approved initiative. This requirement must be met in order to pass the course. This work is done OUTSIDE of class time.

2) Required Paperwork/Assignments

CENT Goals

Students decide what they want to achieve in the course; what skills and knowledge they want to acquire, etc.

Job Description(s) (First-year students)

In approximately week four, you complete a Job Description form, with your initiative leader, indicating exactly what the tasks of your job are, and the expectations, skills, and knowledge required to complete the responsibilities of the post. You and your supervisor/leader sign the document to ensure that the job expectations are understood.

Participation Contracts (Second-year students)

These contracts are agreements, completed by every second-year student, to ensure they understand their assigned responsibilities to their initiative, the contributions that are expected of them, and to

ensure their commitment to execute those responsibilities and contributions, and the tasks involved. These contracts further the motivational aspect of working with an initiative since the parties involved negotiate the terms to ensure that the needs of both employee and initiative are met.

Journals

Each week before class you must submit a journal. These are required starting with the week that is designated by the course professors and/or as in the course outline. It is usually week four of the semester. Each journal must indicate the work you completed in the previous week, the number of hours worked in the previous week, the total number of hours accumulated to date, and one thing you learned in the previous week related to your job activities and responsibilities.

Journals must be submitted even for weeks during which no work was performed. The journals must be submitted online using WebCT's Discussion Tool. (There will be instruction on using WebCT in the first few weeks of classes.)

Business Plan

Each initiative is required to complete a business plan. An outline is provided, and the group works together on the plan's creation. It is a guide to the initiative's goals, objectives, resources, challenges, etc. This helps each member of the initiative contribute to and understand the goals of the group and where each individual fits in with achieving those goals.

Final Analysis

This is due at the end of the semester. It is another chance for you to think about what you have accomplished in the course, what you can now add to your resumé, what you would do the same, and what you would do differently in the course, if given the chance.

Updated Resumé

This is a formal resume that you will update every semester for CENT, as well as for your own use when you look for a job. A resumé is always a work in progress, and should be updated on a regular basis with new tasks you have performed, and knowledge skills you have acquired.

All of the above paperwork, as well as a minimum level of class attendance, is required as part of the grading process and is separate from the hourly requirement. In other words, a student may complete 30 or more hours of experience, but may still fail the course if he/she has not completed the required written assignments satisfactorily. Similarly, all of the assignments may be completed well, but if the minimum 30 hours of experience is not achieved, the student may fail the course.

WHAT YOU CAN EXPECT

All of the 'business' aside, this course is FUN!! So many students have expressed how much they enjoy this course and the opportunity it provides them to learn in a practical way. Music industry VIPs say repeatedly that graduates with practical experience have a definite advantage when joining the work force. You will hear your professors and peers say time and time again that **you get out of this course only what you put into it.** You have THE POWER!

Another name for this course might be "Resumé Building 101." You will have a chance to try out different areas of the industry before you commit years of your life to a career path. Better still, it gives you the opportunity to challenge yourself, to find out what you are really capable of, and to make mistakes before heading out into the real world. But, in order for you to get the most out of the course, you must dive right in! Don't wait for anyone else to create your experience for you. Mould it yourself. Make your own opportunities, learn and contribute, lead and motivate, suggest and recommend, trouble shoot and offer solutions. Those who get the most out of this course, those who 'GO FOR IT,' are often the best equipped upon graduation.

WEEK-BY-WEEK FLOWCHART

Each week during the semester you will have the opportunity to perform hands-on work in your initiative(s). You may want to set personal, weekly goals for the number of hours you work in order to spread the load evenly over the semester.

Here is the general flow of the assignments and activity required:

Week One

- Introduction to course and initiatives
- Think about the kind of work you want to do and the skills you want to acquire or improve

Week Two

- Apply for job(s) and attend interviews

Week Three

- Submit CENT Goals
- Continue job search/interviews OR
- Get to work!
- Look ahead to Job Descriptions / Participation Contracts

Week Four

- Submit Job Description(s) / Participation Contract(s)
- Begin working on business plan with initiative team
- Initiative work

Week Five

- Submit first weekly journal
- Initiative work

Week Six to Thirteen

- Submit weekly journals
- Initiative work
- Look ahead to the Final Analysis paper and updated resumé

Week Fourteen

- Initiative work
- Submit final journal
- Submit Final Analysis
- Submit updated resume

*The work flow/sequence/due dates are subject to change. Consult the course outline. Professors will keep you informed.

ENTERTAINMENT WORKSHOPS

Music Business Administration/Management students complete two guided workshops. Each workshop helps students to develop practical skills and apply their knowledge. The workshops are listed below. Workshop I takes place in the second semester and Workshop II is in the fourth semester.

YEAR 1: SEMESTER 2



Songs Revealed (Workshop I) is a songwriter's showcase presented by the first-year students. Selected songwriters compete in front of industry experts for a variety of great prizes provided by sponsors.

For more information visit: www.songsrevealed.ca



Prescription 2 Rock (Workshop I) is a series of music clinics organized by first-year students. Experts in various fields (song writing, drums, guitar, etc.) provide tips and instruction for attendees.

For more information visit: <http://www.prescription2rock.com/>

YEAR 2: SEMESTER 4



Reel Music Festival (Workshop II) is a multi-day music and video festival presented by the second-year students. Students organize seminars, panel discussions, keynote speakers, music workshops, live music showcases, a tradeshow, and film/video screenings. Participating celebrities have included Not By Choice, Hugh Dillon (Hard Core Logo), Greg Nori (Treble Charger), Alan Cross (102.1 the Edge/Ongoing History of New Music), and Mark Spicoluk (Underground Operations).

For more information visit: www.rocknreelfestival.ca

WORKPLACE EXPERIENCE

FIELD PLACEMENT (INTERNSHIP)

One of the key strengths of the Music Business Management program (three years) is the fieldwork component, which offers students the opportunity to apply the academic knowledge they have acquired in a supervised workplace setting. For two semesters, from September of the third year through April, students work Thursdays and Fridays, for a total 210 hours per semester, for an entertainment-related business or organization. This is an excellent opportunity for students to gain the basic skills necessary to compete for entry-level positions in a highly-specialized field. Students intern at an exhaustive list of companies.

GRADUATE SUCCESS

Our graduates pursue careers in areas such as media, music production – live and recorded, marketing, promotions, sales, booking, band and artist management, clubs, and live music venues.

The list that follows is a sample of field placement companies and graduate employers.

OUR PLACEMENTS/EMPLOYERS:

The Agency Group	Sony Music Canada
Apex Sound and Lights	Student Centre DC/UOIT
American Federation of Musicians	Toronto International Film Festival
Arts & Crafts	Towers Productions Inc.
Astral Media Group	The RIOT Campus Radio
Carnival Cruises	Underground Operations
Canadian Country Music Association (CCMA)	Universal Music Canada
Canadian Independent Music Association (CIMA)	The Verge XM Radio
CKLU FM	Warner Chappell Publishing
Canadian Musical Reproduction Rights Agency (CMRRA)	Warner Music Canada
Casino Rama	Wind-Up Records
Chris Smith Management	Yorkville Sound
CORUS Entertainment	zipDJ
Coalition Entertainment	
Dale Speaking Limited	
Dine Alone Records	
E1 Entertainment	
Eclectic Events	
Euphonic Sounds	
Foundation to Assist Canadian Talent on Recordings (FACTOR)	
Fireworks Entertainment	
Fontana North	
GM Centre	
Gibson Guitars	
Hit-N-Run Entertainment	
Kill The 8	
Listen Harder	
Live Nation	
Long & McQuade	
Maple Music Recordings	
Mirvish Productions	
Molson Amphitheatre	
The Music Centre	
Re: Sound	
RGK Entertainment Group	

SOCAN

MAD Resources for Students

There are some great shared resources available to students enrolled in the School of Media, Art & Design. To assist in the access and appropriate use of these resources, MAD has friendly, expert staff available to help students with equipment sign-out, technical issues, and colour printing.

Meet the staff:

Jim Ferr.....Technical Coordinator/ Support for Mac labs and MAD servers
Darren Fisher.....Technical Support for Mac labs & audio labs
Oliver Fernandez.....Technical support for media loans, photography & video labs
Megan Pickell.....Media Loans Support

Our support staff can be found in the Tech Office (C225) or in Media Loans (L120).

Equipment Sign-Out – Room L120

To support student assignments an equipment sign-out service is provided. To borrow equipment the student must sign the agreement (or have a parent or guardian sign if under 18) and present a valid student ID card which is scanned along with the ID tag on the piece of equipment being borrowed. Equipment available for sign-out includes: digital SLR cameras, tripods, flashes, lenses, digital video cameras, graphic tablets, microphones, and more. For further details please visit room L120.

Due Dates

Because this equipment is a resource shared by students in multiple programs and classes, reasonable return dates for equipment have been established. Each student must abide by the rules in the borrower agreement and will be responsible for College equipment in their possession. Failure to return equipment by the due date and time will result in a progressive restriction of borrowing privileges. For details on current policies, please visit the School website – Technical Support page.

Sign-Out Procedure

Media Loans Office hours of operation are posted outside room L120. Students are required to present a valid student card to borrow equipment. Equipment cannot be signed out without a student card. To replace a missing student card, please visit Student Services.

Lost or Damaged Equipment

Lost or damaged equipment should be reported to the Media Loans staff immediately. If equipment cannot be returned by its due date please e-mail Jim (jim.ferr@durhamcollege.ca) or call the divisional office at (905) 721-3067 to avoid restrictions on your borrowing privileges.

Colour Printing – Room L120

Colour printing is available during hours posted on the door of L120. The procedure for obtaining colour prints is as follows:

- Colour prints are purchased (minimum quantity of 5) from the Accounting cashiers in the Student Services Building. Pricing information is available in room L120.
- Once payment has been made the student must present the payment receipt in room L120 where the number of prints purchased will be recorded in a database.
- Files to be printed can be sent to the colour printer from any computer on the network. Once a file has been sent to the printer, the student must visit L120 and present a valid student card to release the print. Staff will record each print to update the database and keep track of the number of remaining prints.
- Additional prints can be purchased from Accounting as required. Please note that Accounting normally closes at 4:30 PM.

The MAD colour printer supports letter, tabloid and 12 x 18-inch sizes — paper is supplied. Please see our support staff in room L120 for further details.

Macintosh Desktop Labs

Our support staff are expert in the setup, operation and maintenance of Macintosh desktop labs L101, L108, L127, B111; and running Apple's OS X 10.6.x "Snow Leopard" operating system including all Adobe software. Our goal in selecting the operating system and applications we install is to ensure maximum stability and functionality. If you have questions about specific software versions, please see our support staff.

Lab Access

Our computers are in high demand, but MAD students have reasonable access to the desktop labs. Please be courteous to other lab users. Students who need access to a lab when a class is in progress must seek approval from the professor in the lab. Students who are given guest access must respect the wishes of the professor. Lab access policies also apply in the evening when Continuous Learning may have scheduled classes. Specific hours and policies for access are subject to change. Please check with your professor, the technical staff in room L120 and look for details posted in the labs.

Desktop Login Procedure

Students should use their student ID and network password to login to our desktop systems. It is the student's responsibility to change their account password in order to protect their data. This will prevent the potential loss or theft of data.

Password and account issues and questions are answered by the ITS Service Desk in the Learning Commons, room SW100.

Backing Up Your Data

Students are responsible for their own data and backups. Complete details about the College's information systems policies can be found in the student handbook. If your data is worth creating, it is worth having a backup copy. Students are encouraged to use their individual student folders on the "H Drive" to store files temporarily. Important data should be backed up to removable media, such as USB Flash "sticks", an external hard disk, CD-R, DVD-R and so on. There are machines in each lab capable of burning compact discs or DVD media. Check with our support staff or your professor for assistance. We are always happy to help students with backup needs.

Laptops in Desktop Labs

Students are discouraged from bringing laptops into desktop labs because there are no Ethernet ports available for their connection to the network and limited wireless coverage where computer labs are located. *Please do not disconnect any cables from the desktop systems in order to use a laptop.* Rooms L126, L123, L220, L208, the Learning Commons and various common areas are available for laptop users. Students who need assistance transferring data from laptop to desktop or vice versa should seek our help in L120.

No Food or Drink, Please

No food or drink is permitted in the Macintosh desktop labs. As a courtesy to your support staff and fellow students, *please* eat or drink in the common areas such as the cafeteria rather than bringing food and drink into a Mac lab. Every year keyboards and sometimes computers are damaged due to spills. In addition, food odours may disturb other lab users. Please treat the labs and other lab users with respect.

USB Data Sticks and Other Peripherals

Please note that there have been many problems with USB data “jump drives” or similar devices resulting in the loss of important data, for example a drive formatted for Windows may not handle files larger than 2 GB. Limited support is provided for these and other peripherals such as external hard drives. Please do not trust valuable data to these devices without a current backup. If you have questions or concerns, please see our support staff.

Audio Suite

Students enrolled in Media, Art & Design programs have access to an audio suite used for creating voiceovers and editing sound. The audio suite is located under the C-Wing lecture hall in room C113A. Students need to follow the booking procedure posted on the door. Please contact the staff in L120 if you have questions or need support.

Our Door Is Open

Our support staff are here to help. Please feel free to approach us with your questions and concerns. We're here to ensure your success as a Media, Art & Design student.

ACADEMIC ADVISING - STUDENT LIAISON

Durham College is committed to the success of every student during their educational experience. There are many resources available to support students on this journey. Academic Advising is a comprehensive service that is aimed towards meeting students' needs, increasing student satisfaction, improving retention and enhancing the quality of academic life. Each school has a **Student Liaison** to facilitate academic success. These representatives can assist students to:

- identify career goals and make sound academic decisions
- develop academic plans to promote success in the event of failed subjects or low grade point average (GPA);
- make decisions regarding full-time/part-time studies;
- review graduation requirements;
- set up academic plans with individual students upon request;
- find equivalent credits;
- transfer to another program;
- select electives and options; and
- access other college services to support student success.

While drop-ins may be possible for specific answers to short-term questions about courses, schedules, and procedures, it is advisable for students to set up one on one appointments with their Student Liaison. Appointments may be made in person or by phone. Please visit your School office for further information.

Your Student Liaison is:

Name: **Kerry Doyle-Brownell**

Office #: C237

E-mail address: kerry.doyle-brownell@durhamcollege.ca

Telephone: 905-721-2000 Ext. 2474

Appointment time available: Monday to Friday – 8:30 a.m. – 4:30 p.m. (excluding 12:00 p.m. to 1:30 p.m.)

For answers to frequently asked questions and links to other appropriate sites, please go to the following web site: www.durhamcollege.ca/faq.

CENTRE FOR STUDENTS WITH DISABILITIES

E-mail: disabilities@durhamcollege.ca

About the CSD

The Centre for Students with Disabilities (CSD) at Durham College provides services to students who are blind or have low vision, who are deaf or hard of hearing and those with physical, medical, psychiatric and learning disabilities. These services are designed in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act by ensuring that students with disabilities have equal access to all aspects of the academic environment. Our services are confidential.

Registering for Accommodations

Accommodations are organized in co-operation with the student and as required, with the faculty on an individual basis. They are based on review of the medical or psycho-educational documentation completed by the appropriate medical

professional or psychologist familiar with the student's particular diagnosis. The student is responsible for self identifying and submitting documentation of a permanent or temporary disability to the CSD in SW116. The documentation should outline the current impact of the disability. Assistance in obtaining the appropriate documentation may be available.

Accommodations may include extra time and/or technology supports for tests and exams, assistance obtaining records of class lecture material, reduced course load, material in alternate format, assistive technology assessment and training and learning strategies.

Things to Remember for Tests and Final Exams

In order to receive test and exam accommodations through the CSD, students **must** have completed the CSD Registration process including providing appropriate documentation. This can be a timely process – **contact the CSD as early as possible to ensure your accommodations and a seat in the test centre.**

Test Registration forms are available on our [CSD website](#) –**click on Test Centre Request Forms**. The Test Registration forms are also available in the CSD Test Centre (Room B216) as well as our main CSD Office (Room SW 116).

Completed test forms and notifications to your professors, **for each test**, need to be submitted to the CSD Test Centre (5) business days before the scheduled test, in order to reserve a space. **Accommodated tests cannot be guaranteed if a student submits the Test Center Form less than 5 business days in advance of the test date.**

CSD Final Exam sign-up **DEADLINES** are **ALWAYS** several weeks **BEFORE** the final exam period. The deadlines as well as the CSD final exam information, explaining our online sign-up process, will be posted on the CSD website each term

It is the student's responsibility to check their My Campus email address frequently as all important test and exam information including registration deadlines will be posted to My Campus.

The CSD may be **unable** to accommodate students who do not sign-up by the final exam sign-up deadline.

To Find Out More About CSD Services...

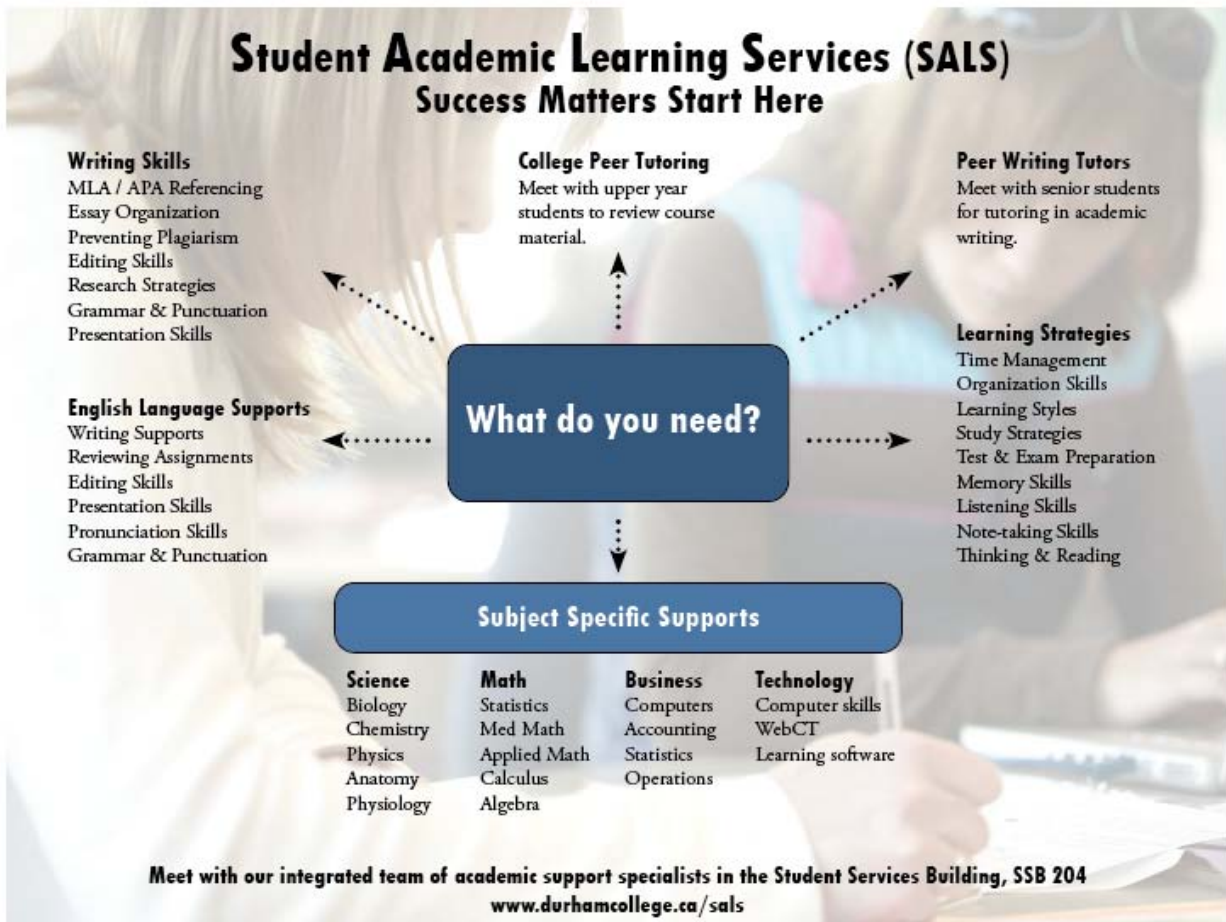
For further information please call 905-721-3123, drop by at SW116 to set up an appointment or visit our website at www.durhamcollege.ca/csd.

Student Academic Learning Services (SALS)

Success Matters Start Here! The staff and faculty at the Student Academic Learning Services Centre can help you achieve your educational goals.

You can use the centre to:

- Get peer tutoring help
- Learn how to study smarter, not harder
- Learn to manage your time and prepare for tests
- Improve your reading skills and take better notes
- Use 28 lab computers with learning software
- Increase your English proficiency
- Improve your writing skills
- Have a quiet space to do your work
- Access group study space
- Improve your marks from a 'B' to an 'A'



The Library

The Library is here to help you succeed!

Stop by for help to research a topic, complete an assignment, or when you just need a quiet place to study. The Library on the north side of the Polonsky Commons is easy to find. Both wired and wireless computer access is available along with 10 small group study rooms and the *Den* in the basement for group work. Although food is not permitted in the library, drinks in covered containers are allowed and you can buy a Starbucks coffee to go at the Library Café.

Students & faculty at the Whitby now have a small branch library at their location. They may also use the North Oshawa campus library in person, via internet, or request books to be sent to them at Whitby.

Most of the Library's resources are in digital format and are available 24x7 through the Library's web page. You can access them from on or off campus by logging in with your student number and computer password. The digital resources include e-books, magazines, journals, newspapers, statistical databases.

Visit the library virtually at www.durhamcollege.ca/library to:

- Research a Topic,
- Find books and articles,
- Renew materials,
- Request an interlibrary loan,
- Book a group study room,
- Get online help from a librarian
- Check on the hours the library is open

Your campus photo ID card is also your library card and is required to check out books and Reserves.

The librarians work closely with your professors to provide class presentations directly linked to your assignments. Additional sessions on using specialized resources are also offered throughout the year and help is also available on the library website. You may contact the Reference staff by phone or e-mail, and you are always welcome to visit our Reference desk in person. We look forward to helping you!

Check the website for library hours.

Circulation desk (905) 721.3082
Reference desk (905) 721.2000 ext. 2390
reference@dc-uoit.ca

College Publications

At Durham College, several publications provide the information you need before you start classes.

Program Guide

Durham College's Program Guides are a handy reference guide for everything students might want to know about their academic program. The program-specific guides provide essential information related to the program of study, policies, program requirements, faculty contact information, important dates, grading criteria, etc., as well as a starting point to help students find and navigate their way through academic and student support services.

Program Guides are distributed in print format to every registered student in the first class of the Fall semester and are available electronically on the college website. It is important that students read this guide at the beginning of their studies as it contains pertinent information for academic success and will be useful throughout the duration of the program.

Note:

- This guide is not intended to be a complete statement of all procedures, policies, rules and regulations at Durham College.
- The College reserves the right to change or cancel any provisions, requirements or subjects at any time.
- Student Liaisons and/or Faculty Advisors will assist in planning programs, but it is the student's responsibility to meet the academic requirements for completion of certificates and diplomas.

Continuing Education Course Book

Continuing Education publishes course calendars – Fall, Winter/Spring, listing courses for credit towards Post-Secondary Programs, and personal and professional development. The same course outlines are used for full-time and Continuing Education courses.

Courses may be accessed through classroom setting, correspondence (distance education) or online courses (Internet).

If you are unable to access a day-time course (timetable conflicts, repeat of a course, etc.) or want to get a head start on your next semester, check out Continuing Education's current course book and register at the Office of the Registrar early to ensure a seat is reserved for you.

Please check our website for comprehensive information @ www.durhamcollege.ca.

Scholarships, Bursaries and Awards

Scholarships: Scholarships are awarded to students who have achieved academic and personal excellence. Some scholarships are awarded solely on academic performance. Others are based on a combination of academic achievement and proven personal excellence including leadership and community involvement.

In-Course scholarships: In-Course scholarships are awarded to returning full-time students in post secondary programs who have demonstrated academic excellence in their studies. Students must have been registered in full-time studies in the same program in consecutive years to be considered. In-course scholarships are solely based on GPA and no application is necessary unless otherwise noted. Recipients are notified via MyCampus e-mail.

Bursaries: Bursaries may be available to full time post secondary students requiring additional financial assistance to cover their educational costs. When students' personal and family resources are not sufficient to cover costs they are expected to apply for OSAP. Before applying for a bursary, students should investigate all other forms of financial assistance. Other resources may include scholarships, family support, student line of credit and part time employment.

Durham College supports access to post secondary education following these principles:

- No qualified Ontario student should be prevented from attending Ontario's public colleges and universities due to lack of financial support programs.
- Students in need should have access to the resources they need for their postsecondary education.

Durham College Access Bursary Program: This bursary is available to Ontario students offered admission to a full time, **first year** program at Durham College.

Durham College Upper Year Student Bursary Program: Students must complete the Student Financial Profile application for consideration for bursary funding.

Awards: Awards may be based on scholastic achievement and/or financial need. There may be other requirements for qualification such as membership in certain organizations, enrollment in specific programs, leadership abilities and/or community service. Students must be in good academic standing to be considered.

Eligibility: Students who are currently enrolled full-time at Durham College are eligible to apply for scholarships and bursaries. Many awards have specific guidelines and students are advised to read all information about the award before applying.

Application process: Information on all scholarship, bursaries and awards for registered Durham College students including application, submission and deadline details will be posted on the DC Student tab of the MyCampus section of the college website. Students are advised to check MyCampus regularly for updates.

Unless otherwise noted, all students must complete the online Student Financial Profile application for consideration for bursary and award funding. Information, application instructions and submission deadlines for the Student Financial Profile may be found on the MyCampus website under the DC student tab. The student is notified of the application results via MyCampus email.

For further information on scholarships, bursaries and awards, please contact studentawards@durhamcollege.ca.

NOTE: Awards, amounts and availability are subject to change at the discretion of the Student Awards office or the donor. All awards are based on information available at the time of publication.

AWARDS OPEN TO STUDENTS IN ALL PROGRAMS

Title of Award	Award Value (\$)
Albis Award	\$500
Business & Professional Women of Durham Award – <i>In Course (Application Required)</i>	\$500
Campus Living Centre Residence Award	\$250
Canadian Federation of University Women Oshawa and District Award	\$500
CAW Family Auxiliary 27 Award	\$250
Carpenters Union Local 397 Award	\$800
Durham College Access Bursary	Various amounts
Durham College Alumni Association Award	\$1200
Durham College Alumni Association Award – <i>In Course (Application Required)</i>	\$1000
Durham College Bursary	Various amounts
Durham College Endowed Award – <i>In Course</i>	\$1000
Durham College International Student Scholarship	\$1500
Durham College Scholarship – <i>In Course</i>	\$500 or \$1000
Durham Region Chairman's Award	\$1000
Durham Region Chairman's Scholarship	\$1000
Fairfax Financial Holdings Ltd. Scholarship	\$3500
Garfield Weston Award	\$2500 + up
Greenbriar Foundation Award	\$1000
Harold "Pat" Dooley Bursary	\$1300
International Student Emergency Bursary	Various amounts
June White Memorial Entrance Award	\$500
Lenovo (Canada) Inc. Access Awards	\$500
Lifelong Learning Award – <i>In Course (Application Required)</i>	\$500
Lifelong Learning Bursary	\$500
Lois and Gary Polonsky Award	\$1000
Lois Sleightholm Award	\$2000
Lois Sleightholm 21 st Century Award	\$1000
Marjorie Elizabeth Willoughby Award	\$3000
Ontario Aboriginal Bursary	Up to \$3000
Ontario First Generation Bursary	\$3000
Ontario International Educational Opportunity Scholarship	\$2500
OPG Employees' and Pensioners' Charity Trust	\$1000
Oshawa B'Nai B'Rith Lodge Scholarship	\$300
Oshawa Double B Sports Club Bursary	\$800
Purdue Pharma Award	\$800
Retired Teachers of Ontario District 28 Award	\$500
Ross Mackie Award	\$2000
UA Local 463 Award	\$400
The Central East Community Care Assess Centre Award	\$500& \$750
Wordham Family Award	\$3,000
Your Student Association Award	\$400

AWARDS FOR THE SCHOOL OF MEDIA, ART & DESIGN

Dann Torena Memorial Award – <i>In Course</i>	Graphic Design	\$500
Frank Cowan Company Limited Award – <i>In Course</i>	Public Relations	\$1000
Lewis Beaton Trust Award – <i>In Course</i>	Advertising	\$1000
Ralph Sagar Award	Animation – Computer Arts	\$900
Robert McLaughlin Gallery Award – <i>In Course</i>	Graphic Design	\$500
Rotary Club of Oshawa Award – <i>In Course</i>	Public Relations	\$1000
Shawn Simpson Memorial Award – <i>In Course</i>	Journalism – Print & Broadcasting	\$500
Sodexo Services Canada Ltd. Award – <i>In Course</i>	Public Relations	\$1000
Tyncel Hasan Award	Graphic Design	\$400
Durham Region Concert Association Award	Music Business Management	\$400

CONVOCATION AWARDS

Founder's Cup	\$200
Durham College Medal: Top Student – Three year Program	\$500
Durham College Medal: Top Student – Two year Program	\$500
Durham College Medal: Top Student – One year Program	\$500
Durham College Medal: Top Student – Apprenticeship Program	\$500
Governor General's Academic Medal and W. Bruce Affleck Memorial Scholarship	\$2000
President's Leadership Award	\$500

AWARD FOR MUSIC BUSINESS MANAGEMENT STUDENTS

Criteria:

The Durham Region Concert Association Award will be granted annually to a student enrolled in the Music Business Administration program who is in their second or higher semester. The recipient will meet the OTSS residency requirements which include being an Ontario resident and a Canadian citizen, being in full-time studies and of good academic standing, and having a demonstrated financial need. The recipient will be selected by the Student Awards Office of the College.

Number of Awards: 1

Value of the award: \$400.00

Timing:

Student Awards will post the opportunity in 'My campus' in August, deadline for submissions the end of November, Student Awards grants the award in January 2012.

Transfer Guide

Diploma to Degree Pathways

Turn your Durham College diploma into a degree!!

If your post-secondary education plans include a diploma and a degree, you can take advantage of many degree completion programs offered through partnerships negotiated by Durham College with many universities, including UOIT, our campus partner.

A Durham College diploma can earn you credit toward a university degree. University admissions policies and partnership transfer agreements between Durham College and a number of universities facilitate university admission for Durham College graduates from specific programs by giving credit for college study. Graduates may receive credit for several courses or for a year or more toward a university degree. These opportunities are detailed, by program, on the **Durham College Transfer Guide** (http://www.durhamcollege.ca/EN/main/programs_courses/transferguide.php)

Interested students looking for further information are encouraged to consult with their program faculty or the admissions office of the receiving institution.

If you do not see your program on the chart, you may find pathway opportunities and information on collaborative programs, articulation agreements and credit transfers between Ontario universities and colleges available on the Ontario College University Transfer Guide website at www.ocutg.on.ca.

PROGRAM OF STUDY 2011/2012

SCHOOL OF MEDIA, ART AND DESIGN-

WEEKLY BREAKDOWN-

MUSIC BUSINESS ADMINISTRATION/MUSIC BUSINESS MGMT

COURSE NAME	MOD	CODE	PREREQUISITES	COREQUISITES	LECT. LAB		ALT. FIELD
					HRS	HRS	DEL. PLMT.
					HRS	HRS	HRS
<i>SEMESTER 1</i>							
CAMPUS ENTERTAINMENT I		CENT 1300			0	0	1
COMMUNICATION ESSENTIALS		COMM 1334			1	2	
MICROSOFT OFFICE ESSENTIALS		COMP 2328			0	3	
CANADIAN MUSIC INDUSTRY I		ENT 1301			3	0	
EVENT PLANNING AND MANAGEMENT		EVNT 1300			3	0	
HISTORY OF POPULAR MUSIC		MUSC 1300			3	0	
LIVE SOUND REINFORCEMENT		PROD 1302			3	0	
					13	5	1
<i>SEMESTER 2</i>							
CAMPUS ENTERTAINMENT II		CENT 2300			0	0	1
ENTERTAINMENT COMMUNICATIONS I		COMM 2311	COMM 1334	WKSP 3303	1	2	
DESKTOP PUBLISHING		COMP 1316	SPEC 0000		3	0	
CANADIAN MUSIC INDUSTRY II		ENT 1302	ENT 1301		2	0	
HUMAN RELATIONS		HR 1324	SPEC 0000		3	0	
INTRO. TO MARKETING		MKTG 1301			3	0	
ENTERTAINMENT WORKSHOP I		WKSP 3303	EVNT 1300	COMM 2311	3	0	
					15	2	1
<i>SEMESTER 3</i>							
ACCOUNTING I		ACCT 1307	SPEC 0000		3	0	
CAMPUS ENTERTAINMENT III		CENT 3300			0	0	1
ENTERTAINMENT COMMUNICATIONS II		COMM 3303	COMM 2311		1	2	
ENTERTAINMENT LAW I		LAW 1303	ENT 1302		3	0	
ENTERTAINMENT MARKETING		MKTG 2310	ENT 1302		3	0	
PRESENTATION THEORY		PRES 3308			3	0	
RADIO BROADCASTING ESSENTIALS		RAD 1301	ENT 1302		3	0	
					16	2	1

PROGRAM OF STUDY 2011/2012

SCHOOL OF MEDIA, ART AND DESIGN-

WEEKLY BREAKDOWN-

MUSIC BUSINESS ADMINISTRATION/MUSIC BUSINESS MGMT

COURSE NAME	MOD	CODE	PREREQUISITES	COREQUISITES	LECT. LAB		ALT.	FIELD
					HRS	HRS	DEL.	PLMT.
					HRS	HRS	HRS	HRS
SEMESTER 4								
ACCOUNTING II		ACCT 2306	ACCT 1307			3	0	
CAMPUS ENTERTAINMENT IV		CENT 4300						1
ENTERTAINMENT LAW II		LAW 2357	LAW 1303			3	0	
TOUR MANAGEMENT		MGMT 1319	ENT 1302			3	0	
NETWORKING AND PERSONAL SELLING		NTWK 1301	SPEC 0000			3	0	
PROMOTIONS AND PUBLICITY		PPUB 1000	ENT 1302	COMM 2311 MKTG 2310		3	0	
ENTERTAINMENT WORKSHOP II		WKSP 4303	WKSP 3303			4	0	
					19	0		1
SEMESTER 5								
WEB DESIGN FOR MUSIC INDUSTRY		COMP 2308		EBUS 1210		3	0	
e-BUSINESS FOR THE MUSIC INDUSTRY		EBUS 1210		COMP 2308		3	0	
FIELD PLACEMENT I		FWK 3310	SPEC 0001	WKSP 4311 COMP 2308 EBUS 1210 MGMT 1321 MGMT 1335 MRCH 1301		0	0	215
ARTIST MANAGEMENT		MGMT 1321	ENT 1302 LAW 2357			3	0	
SMALL BUSINESS MANAGEMENT		MGMT 1335				3	0	
MERCHANDISING, RETAIL AND DISTRIBUTION		MRCH 1301	ENT 1302 LAW 2357			3	0	
FIELD PLACEMENT REPORTING		WKSP 4311		FWK 3310 COMP 2308 EBUS 1210 MGMT 1321 MGMT 1335 MRCH 1301		1	0	
					16	0		215
SEMESTER 6								
ENTREPRENEURSHIP		ENTR 4302	MGMT 1335			3	0	
FIELD PLACEMENT II		FWK 4404	FWK 3310 COMP 2308 MGMT 1335 MRCH 1301	EBUS 1210 WKSP 4311 MGMT 1321	WKSP 4312 ENTR 4302 MGMT 1334 PROD 4300 PUBL 1301	0	0	215
VENUE MANAGEMENT & CONCERT PROMOTION		MGMT 1334	ENT 1302 EVNT 1300 LAW 2357			3	0	
STUDIO OPERATION ESSENTIALS		PROD 4300	PROD 1302			3	0	
MUSIC PUBLISHING		PUBL 1301	ENT 1302 LAW 2357			3	0	
FIELD PLACEMENT REPORTING II		WKSP 4312	WKSP 4311 COMP 2308 MGMT 1321 MGMT 1335	EBUS 1210 FWK 3310 MRCH 1301	FWK 4404 ENTR 4302 MGMT 1334 PROD 4300 PUBL 1301	1	0	
					13	0		215

NOTES:

ELE - ELECTIVE - Students may take one or many subjects, depending on the requirements of their program. ELET - represents a typical subject load and IS included in the total hours per week, to reflect the total hours per

week required. OPT1/OPT2/OPT3 - OPTIONS - Students choose subjects. OPT1 subjects are included in total hours per week. G - GENERAL EDUCATION - Subjects marked at the left margin with G are "General Education" subjects.
SPEC 0000 - Music Business Management students only
SPEC 0001 - 2.0 grade point average minimum

COURSE DESCRIPTIONS

ACCOUNTING I ACCT 1307

This is a first accounting course for people who will eventually be expected to manage or work with those who manage the financial resources of entertainment organizations. No prior knowledge of accounting is required. The student will be shown how financial information is recorded and accumulated, and how that information is used as a basis for sound business decisions.

ACCOUNTING II ACCT 2306

This course is a continuation of Administrative Accounting (ACCT 1307) and offers insight into how accounting helps an organization to meet its financial goals.

The student will consolidate their knowledge of the accounting cycle by examining the books for a merchandising organization from initial source documents to the financial statement. Ticket pricing and cost analysis is examined using the Cost-Volume-Profit method. Cost control and breakeven forecasting for merchandising and concert production is covered by showing the structure and use of budgets.

ARTIST MANAGEMENT MGMT 1321

This course studies the theoretical aspects and practical applications administered by professional artist managers through establishing, achieving and maintaining the skills and knowledge that are critical for developing and furthering the career goals and aspirations of artists seeking professional guidance and representation.

CAMPUS ENTERTAINMENT I CENT 1300

Students spend a minimum of 30 hours in on-campus entertainment projects/initiatives/placements during the semester. Working with first- and second-year peers under the guidance of the professors, students plan, execute, and evaluate approved on-campus entertainment activities for Music Business Administration/Management, the Student Association, community charitable organizations, and/or other college programs such as Athletics. Students must follow established procedure as dictated by MBA/MBM process.

CAMPUS ENTERTAINMENT II CENT 2300

Students build upon the skills and knowledge gained in CENT 1300 by spending a minimum of 30 hours in on-campus entertainment projects/initiatives/placements during the semester. Working with first- and second-year peers under the guidance of the professors, students plan, execute, and evaluate approved on-campus entertainment activities for Music Business Administration/Management, the Student Association, community charitable organizations, and/or other college programs such as Athletics. Students must follow established procedure as dictated by MBA/MBM process.

CAMPUS ENTERTAINMENT III CENT 3300

This third-level course requires students to again complete a minimum of 30 hours in on-campus entertainment projects/initiatives during the semester. The focus will be on leadership, and the mentoring by second-year students of first-year students. Working with classmates under the guidance of the professors, students will plan, execute, and evaluate approved on-campus entertainment activities for Music Business Administration/ Management, and, where there is opportunity, for the Student Association, community charitable organizations, and other college programs. Students must follow established procedure as dictated by MBA process.

CAMPUS ENTERTAINMENT IV CENT 4300 This final course requires students to complete a final stretch of at least 30 hours in on-campus entertainment projects/initiatives during the semester. The focus for second-year students will again be on continued leadership and mentoring of the first-year students. Working with classmates under the guidance of the professors, students will carry on with the planning, execution, and evaluation of approved on-campus entertainment activities for Music Business Administration/Management, and, where there is opportunity, for the Student Association, community charitable organizations, and other college programs. Students must follow established procedure as dictated by MBA process.

CANADIAN MUSIC INDUSTRY I ENT 1301

This course introduces students to the Canadian music industry. It examines several broad topics: 1) Music Business System; 2) Copyright; 3) Music Publishing; 4) The Recording Industry; 5) Artist Relations; 6) Media; and 7) Careers in the Music Business. Topics and learning activities will focus on the Canadian marketplace, with insights to equivalent U.S. and European music-industry systems.

CANADIAN MUSIC INDUSTRY II ENT 1302

Canadian Music Industry II is a seminar course that features guest speakers from the music and entertainment industries. Guest speakers will share their up-to-date knowledge and experiences, helping students to build on the theoretical base of the Canadian Music Industry I class. Guest lecturers will include professionals from the following areas (depending on their availability): Recording Artist, Entertainment Lawyer, Radio Announcer/Program Director, Agent, Artist Manager, Trade Magazine Editor/Writer, A&R Manager, Promotions Representative, Concert Promoter, Video Director, Music Publisher, Performing Rights Representative, Songwriter, Music Producer, Recording Studio Owner/Engineer, and other professions relevant to the music and entertainment industries.

COMMUNICATION ESSENTIALS COMM 1334

This course provides a review of the principles of written communication skills as well as an introduction to those communication rudiments which are essential in business today. Through hands-on, practical writing exercises, students will learn and practice these essential communication processes. The primary focus of the course will be on effective writing which includes correct spelling, grammar, sentence structure, and punctuation.

DESKTOP PUBLISHING COMP 1316

The course is designed so that the student will be able to use a digital image manipulation application, and a desktop publishing application, to create a variety of publications. The specific applications used will be Adobe PhotoShop (Current Edition), and Adobe In-Design (Current Edition). The first part of the course is concerned with introducing the student to the Macintosh operating environment, including descriptions of the computers, memory devices, and printers. Next, the student will be introduced to digital image manipulation, including clip art and scanning of photographs. The student will then learn to create the graphic components of publications. Lastly, students will use Adobe In-Design to create their own publications. This is mainly a laboratory course. Students will learn by doing. Most of the class time will be spent working on exercises and assignments that require the use of specific software.

E-BUSINESS FOR THE MUSIC INDUSTRY EBUS 1210

This course, in conjunction with the Web Design course, will give Music Business Management students the skill set to create and maintain professional quality web sites. This course will cover many concepts that are imperative to web site management, that that majority of users on the Internet do not consider. These concepts include, but are not limited to: web publishing; web security and hacking; disaster recovery; data persistence; data validation; search engines; and, web scripting.

ENTERTAINMENT COMMUNICATIONS I COMM 2311

This subject is designed to help Music Business Administration students further develop their skills in written communications. Entertainment Communications I and Entertainment Workshop I are designed to support each other and assignments are integrated between the two courses. Students will use the writing skills learned in Communication Essentials to specific applications in the field of entertainment administration. Such applications include: various business letters, media writing, biographies, and informal reports. Significant emphasis is placed on the continued improvement of grammar, spelling, word usage, punctuation, and sentence/paragraph structures.

ENTERTAINMENT COMMUNICATIONS II COMM 3303

Entertainment Communications II focuses on the enhancement of communications skills frequently used by the music business administrator. It covers reports, the job interview and follow-up process, summaries, proposals, front office skills, creative writing such as newsletters and advertisements, writing for the web, and writing broadcast copy. The subject material is critical to the student's preparation for the entertainment administrative environment.

ENTERTAINMENT LAW I LAW 1303

This course examines the roles and objectives relevant to musicians, songwriters, publishers, industry organizations, associations, etc., and the copyright law that governs and protects each in Canada and abroad. Entertainment Law I focuses on intellectual property, the evolution of copyright law and reform, copyright protection and infringement, music licensing and administration, and music publishing, all considered the core components in today's ever-changing music industry. Case studies will enhance the students' ability to see these laws in action in today's industry around the world.

ENTERTAINMENT LAW II LAW 2357

This course completes the thorough understanding of the legal rights and responsibilities of individuals working in the music and entertainment business. Focusing on contract law, it examines the roles and objectives relevant to musicians' unions, agents and managers, live performance, merchandising, recording, production, and personal service contracts and laws that govern and protect each. The secondary focus of Entertainment Law II concentrates on utilizing the acquired knowledge from Entertainment Law I in the discussion and debate process of actual case studies, their outcomes and solutions, to best prepare you for the challenges in today's entertainment and music industry.

ENTERTAINMENT MARKETING I MKTG 2310

This course is built on the fundamentals covered in Introduction to Marketing and Canadian Music Industry classes. It focuses on the marketing of music and examines the fundamentals of product, price, place (distribution), and promotions. Students will apply their knowledge of the Canadian Music Industry to set marketing goals and develop strategies. As an outcome, students will develop an integrated marketing plan.

ENTERTAINMENT WORKSHOP I WKSP 3303

This course is focused on the planning and presentation of an on-campus event. Using knowledge and skills learned in Event Planning and Management (EVNT 1300), the students will plan and execute an event from start to finish, including follow up. The planning strategies set and followed, and the event itself will be tangible results of this learning process. Students work in groups to actively assume hands-on roles and responsibilities in many areas including administration, production, site management, talent management, hospitality, sponsorship, marketing, media relations, theme, and more. The teamwork ability and attitudes of the students, along with the application of lessons from the first semester and this course, determine the success of the event presented.

ENTERTAINMENT WORKSHOP II WKSP 4303

The workshop course is structured around organizing and implementing an event called Reel Music Festival within the college and its environs (Oshawa) March 30 – April 2, 2011. Reel Music Festival is a combination music and video conference that features a trade show, seminars, panel discussions, key note presentations, workshops, artist showcases, and film/video festival. The organization and execution of the Reel Music Festival will be divided up into component parts. Each student will be given an area of responsibility in which he/she will work with team members to accomplish team and event goals. Details for each section of the event will be provided and discussed in the first weeks of classes. In subsequent weeks, students will meet to plan, discuss their progress, and execute the plans.

ENTREPRENEURSHIP ENTR 4302

The Entrepreneurship class carries on from the Small Business course on which students learn the building blocks of entrepreneurship and how to write a business plan. Students spend the semester being mentored through the creation of a personal entrepreneurial plan for a realistic music business related venture that they could either do full time or part time on the side of a day job. The objective of the course is to provide students with a concrete plan for creating a job for themselves in the music business. Industry relevant topics such as music business financing, launching a venture in a declining industry, risk & return in the music industry, international expansion, and valuing rosters & catalogs will be covered.

EVENT PLANNING AND MANAGEMENT EVNT 1300

This course will introduce students to theory behind effective event planning and management, and challenge them to apply that theory in creating a mock event proposal. Topics include the role of the event planner, event/client needs assessments, task identification and coordination, document design, strategic planning, marketing, sponsorship, risk management, site development, safety and security, theme and décor development, post-event analysis, and more. Students will apply their knowledge from this course to Entertainment Workshop I (WSKP 3303) and Campus Entertainment I through IV in practical, hands-on situations.

FIELD PLACEMENT I FWK 3310

A key strength of the Music Business Management program is the field work. It offers students the opportunity to apply the academic knowledge they have acquired in previous semesters in a supervised, workplace setting. In this first of two semesters (Semester 5), students work two days per week (Thursdays and Fridays, total 215 hours) from September to December, for an entertainment-related business or organization. Students will have the opportunity to relay and share their experiences in the co-requisite class WKSP 4311. An additional subject outline is provided for that weekly, one-hour session.

FIELD PLACEMENT II FWK 4404

This is the final of two semesters of Field Placement. Field work offers students the opportunity to apply the academic knowledge they have acquired in a supervised-workplace setting. Students continue to work two days per week (Thursdays and Fridays, total 215 hours) in Semester 6, from January to April, for an entertainment-related business or organization. In addition to the opportunity to relay and share their experiences in the co-requisite class WKSP 4312, discussion and assignments about career planning topics will be offered. An additional subject outline is provided for that weekly, one hour session.

FIELD PLACEMENT REPORTING I & II WKSP 4311 / WKSP 4312

Students will have the opportunity to meet and discuss field placement issues during this class. For one hour each week, the students receive insights from faculty, discuss workplace situations, and report on their fieldwork experience. Assignments are designed to illustrate the link between formal

education and practical experience. It is extremely important that students have the opportunity to discuss their fieldwork experience in a 'safe' group environment.

HISTORY OF POPULAR MUSIC GNEED 1204 (15439)

Blending aspects of musicology and music cognition studies, the course will analyze the development of popular music from within both business and artistic contexts, while expanding students' appreciation for & knowledge of a wide variety of historical & contemporary genres of Western popular music. The commercial drivers that have influenced the sound of popular music will be given particular attention as will the concept of artist development and the role of A&R.

HUMAN RELATIONS FOR ENTERTAINMENT HR 1324

In order to realize success in your career in the music industry, it is imperative to understand people's behaviour in their work environment. The objective of this course is to give students a varied background in the basic aspects of Human Relations so that they may be more co-operative, understanding, and motivated; therefore, becoming successful in their career. This course also promotes success through good comprehension of how organizations are structured and how various organizational processes affect employees.

INTRODUCTION TO MARKETING MKTG 1301

In Canadian Marketing In Action, Keith Tuckwell defines marketing as "...a process that identifies a need and then offers a means of satisfying it." This introductory course deals with a) the fundamental assessment of the marketing environments, b) consumer buying behavior, c) identifying market segments and d) elements of a marketing plan. The course introduces students to the concepts, theories and methods of the marketing discipline. The theories discussed will be applicable to any type of product.

LIVE SOUND REINFORCEMENT PROD 1302

This course equips students with the necessary technical and operational knowledge of basic sound reinforcement principles and the operational methods and practical application of these required to present professional music and entertainment events in a variety of indoor and outdoor facilities and venues.

MERCHANDISING, RETAIL AND DISTRIBUTION MRCH 1301

This course will examine institutions and procedures used in the crucial process of getting one's musical masterpiece into the hands of the consumer. Existing and developing distribution and retail models will be discussed. The course will also examine the merchandise process from design to manufacturing to distribution.

MICROSOFT OFFICE ESSENTIALS COMP 2328

Upon successful completion of this course, the learner will competently use the computer as a tool for writing, on-line communication and time management, spreadsheet creation and manipulation, and file management. This course includes the use of the Windows XP, Outlook 2007, Word 2007, and Excel 2007. Students also learn how to effectively utilize the on-line resources the college provides which allow the students access to vital information regarding their academic careers at Durham College.

MUSIC PUBLISHING PUBL 1301

This course will expand on the music publishing lessons covered in Law 1303. Students will explore in depth some of the more significant aspects of the publishing business. Topics include: copyright/intellectual property; acquisitions; songwriter contracts; co-publishing; performance, reproduction, and synchronization right licensing; foreign licensing; print, grand and dramatic rights; licensing for commercial advertising; catalogue exploitation; marketing; international publishing; licensing practices.

NETWORKING AND PERSONAL SELLING NTKW 1301

This course will introduce students to the value and theories of effective networking in the music industry. The main focus is on networking and personal selling to further career development in any aspect of the industry once a job has been obtained. Students will start a contact/resource list, as well as recognize the role that their own principles and values can play in relation to personal selling, relationship building, and career development. Students will research and explore models of success in networking, practice and enhance their networking and communications skills, and develop an understanding of and strategies for dealing with various personality types and situations in the music business.

PRESENTATION THEORY PRES 3308

Students will learn how to use Microsoft PowerPoint in creating an effective oral presentation. Through lectures, videos, demonstrations and practice, students will learn the basics of preparing, writing and giving presentations. Attention will be given to learning techniques to overcome nervousness, to using PowerPoint, to audience analysis and to speaking effectively.

PROMOTIONS & PUBLICITY PPUB 1000

Students will learn the basics of music business promotion and publicity within the framework of print, radio, TV, video, new media, social media and live events in the Canadian music industry. Additionally, students will explore the roles and responsibilities of the publicist with respect to promotion within the entertainment and music industry. Students will appreciate the unique skills required to prepare documents and assignments while utilizing the common practices of other professionals in this field of cost-effective communication.

RADIO BROADCASTING RAD 1301

The Canadian radio broadcasting industry is a vital part of the entertainment scene. It is a viable career choice as well as an essential outlet for marketing and promoting products of the music business. In this course, students will learn about the development of the Canadian radio industry infrastructure, CRTC regulations, formats, radio station operations, audience determinants, revenue sources, promotions and networking, programming, and show production. From the varying topics, students will develop an in-depth understanding of the radio broadcasting industry.

SMALL BUSINESS MANAGEMENT MGMT 1335

This course will cover a wide variety of **introductory** topics for those interested in starting or seeking employment in small business. The course will focus on the factors that affect the success of small business in Canada. Such factors include entrepreneurial spirit, a strategic approach to starting a business, source of funding, basic financial management, management issues, government issues and other selected factors of interest to the entrepreneur. It will review the entrepreneurial spirit and character it takes for individuals to start their own business. Ethics, human resources management and marketing techniques are also introduced. The role of accounting and successful management of financial resources is also addressed.

STUDIO OPERATIONS ESSENTIALS PROD 4300

This course provides all the practical and basic knowledge required to operate and manage a successful recording studio business. Students will learn how to perform basic audio editing and processing functions with industry-standard ProTools software. Students will also learn the importance of writing a business plan and procure funding, as well as soliciting and securing partnerships. Additionally, students will learn how to select and purchase equipment, regulate expenses, establish work hours, and schedule employee shifts and recording sessions, tender recording projects, develop income sources, draft contracts, develop plans for advertising and public relations, handle studio politics and psychology, as well as hire, manage and fire personnel.

TOUR MANAGEMENT MGMT 1319

This course will introduce students to the machinations of the touring side of the music business, including the responsibilities and working relationships between tour managers, artists, promoter/presenters, and booking agents, necessary for developing and delivering a successful tour.

VENUE MANAGEMENT MGMT 1334

Venue Management will provide students with a clear and concise understanding of all aspects of managing a successful entertainment venue and promoting concerts. Key elements covered in this course are the fundamentals of concert promotion, the current live music market & the issues affecting it, risk management and security, health and safety, ancillary revenue streams, budgeting, forecasting and analysis, organizational structure and staffing, marketing and promotion, facility maintenance and upkeep including sound and lighting, and most importantly bookings and use of the facility to maximize profit.

WEB DESIGN FOR MUSIC INDUSTRY COMP 2308

This course will give students a basic understanding of how websites are designed, the various components of design, and the design theory behind effective websites. Through various hands-on assignments, students will gain experience and the opportunity design a major comprehensive website. Students will learn the basics of the web production process and practical skills using industry-standard software. At the end of this course, successful students will understand what it takes to tackle the design of a major, commercial website project. Though students will still need lots of practice and experience to produce professional grade sites, this course gives MBM graduates a solid foundation that they will need to succeed in this growing market.