ASU ARIZONA STATE UNIVERSITY

GENERAL STUDIES COURSE PROPOSAL COVER FORM

(ONE COURSE PER FORM)

1.) DATE: 9/26/19	2.) COMMUNITY COLLEGE: **Maricopa Co. Comm. College District**

3.) PROPOSED COURSE: Prefix: MUC Number: 180 Title: Computer Literacy for the Music Business
Credits: 3

CROSS LISTED WITH:

Prefix:	Number:	; Prefix:	Number:	;
Prefix:	Number:	; Prefix:	Number:	;
Prefix:	Number:	; Prefix:	Number:	.

4.) COMMUNITY COLLEGE INITIATOR: CHRIS SCINTO PHONE: (602) 787-6686 EMAIL: christopher.scinto@paradisevalley.edu

ELIGIBILITY: Courses must have a current Course Equivalency Guide (CEG) evaluation. Courses evaluated as NT (non-transferable are not eligible for the General Studies Program.

MANDATORY REVIEW:

☐ The above specified course is undergoing Mandatory Review for the following Core or Awareness Area (only one area is permitted; if a course meets more than one Core or Awareness Area, please submit a separate Mandatory Review Cover Form for each Area).

POLICY**:** The General Studies Council (GSC) Policies and Procedures requires the review of previously approved community college courses every five years, to verify that they continue to meet the requirements of Core or Awareness Areas already assigned to these courses. This review is also necessary as the General Studies program evolves.

AREA(S) PROPOSED COURSE WILL SERVE: A course may be proposed for more than one core or awareness area. Although a course may satisfy a core area requirement and an awareness area requirement concurrently, a course may not be used to satisfy requirements in two core or awareness areas simultaneously, even if approved for those areas. With departmental consent, an approved General Studies course may be counted toward both the General Studies requirements and the major program of study.

5.) PLEASE SELECT EITHER A CORE AREA OR AN AWARENESS AREA:
Core Areas: **Computer/statistics/quantitative applications (CS)** Awareness Areas:
Select awareness area...

6.) REQUIRED DOCUMENTATION
- ☒ Cover Form
- ☒ Course Syllabus
- ☒ Course Description
- ☒ Criteria Checklist for the area
- ☒ Table of Contents from the textbook required and list of required readings/books

7.) THIS COURSE CURRENTLY TRANSFERS TO ASU AS:
☒ DECMUSprefix ☐ Elective

Current General Studies designation(s):

Requested Effective date: **2020 Spring** Course Equivalency Guide

Is this a multi-section course? Yes

Is it governed by a common syllabus? Yes

Chair/Director: DON SMITH, MUSIC IC CHAIR Chair/Director Signature:

AGSC Action: Date action taken: ☐ Approved ☐ Disapproved

Arizona State University Criteria Checklist for

MATHEMATICAL STUDIES [CS]

Rationale and Objectives

The **Mathematical Studies** requirement is intended to ensure that students have skill in basic mathematics, can use mathematical analysis in their chosen fields, and can understand how computers can make mathematical analysis more powerful and efficient. The **Mathematical Studies** requirement is completed by satisfying both the **Mathematics [MA]** requirement and the **Computer/Statistics/Quantitative Applications [CS]** requirement explained below.

The **Mathematics [MA]** requirement, which ensures the acquisition of essential skill in basic mathematics, requires the student to complete a course in College Mathematics, College Algebra, or Pre-calculus; or demonstrate a higher level of skill by completing a mathematics course for which a course in the above three categories is a prerequisite.

The **Computer/Statistics/Quantitative Applications [CS]** requirement, which ensures skill in real world problem solving and analysis, requires the student to complete a course that uses some combination of computers, statistics, and/or mathematics.* Computer usage is encouraged but not required in statistics and quantitative applications courses. At a minimum, such courses should include multiple demonstrations of how computers can be used to perform the analyses more efficiently.

*CS does *not* stand for computer science in this context; the "S" stands for statistics. Courses in computer science must meet the criteria stated for CS courses.

Revised April 2014

Proposer: Please complete the following section and attach appropriate documentation.

ASU--[CS] CRITERIA

A COMPUTER/STATISTICS/QUANTITATIVE APPLICATIONS [CS] COURSE MUST SATISFY ONE OF THE FOLLOWING CRITERIA: 1, 2, OR 3

YES	NO		Identify Documentation Submitted
		1. Computer applications*: courses must satisfy both **a** and **b**:	
☒	☐	**a.** Course involves the use of computer programming languages or software programs for quantitative analysis, algorithmic design, modeling, simulation, animation, or statistics.	MCCCD Course Competencies, Course Syllabus
		b. Course requires students to analyze and implement procedures that are applicable to at least one of the following problem domains **(check those applicable)**:	MCCCD Course Competencies, Course Syllabus
☒	☐	i. Spreadsheet analysis, systems analysis and design, and decision support systems.	MCCCD Course Competencies, Course Syllabus
☒	☐	ii. Graphic/artistic design using computers.	MCCCD Course Competencies, Course Syllabus
☐	☐	iii. Music design using computer software.	
☐	☐	iv. Modeling, making extensive use of computer simulation.	MCCCD Course Competencies, Course Syllabus
☒	☐	v. Statistics studies stressing the use of computer software.	MCCCD Course Competencies, Course Syllabus
☐	☐	vi. Algorithmic design and computational thinking.	

*The **computer applications** requirement **cannot** be satisfied by a course, the content of which is restricted primarily to word processing or report preparation skills, the study of the social impact of computers, or methodologies to select software packages for specific applications. Courses that emphasize the use of a computer software package are acceptable only if students are required to understand, at an appropriate level, the theoretical principles embodied in the operation of the software and are required to construct, test, and implement procedures that use the software to accomplish tasks in the applicable problem domains. Courses that involve the learning of a computer programming language are acceptable only if they also include a substantial introduction to applications to one of the listed problem domains.

YES	NO		Identify Documentation Submitted
		2. Statistical applications: courses must satisfy **a**, **b,** and **c**.	
☐	☐	**a.** Course has a minimum mathematical prerequisite of College Mathematics, College Algebra, or Pre-calculus**,** or a course already approved as satisfying the MA requirement.	
		b. The course must be focused principally on developing knowledge in statistical inference and include coverage of all of the following:	
☐	☐	i. Design of a statistical study.	
☐	☐	ii. Summarization and interpretation of data.	
☐	☐	iii. Methods of sampling.	
☐	☐	iv. Standard probability models.	
☐	☐	v. Statistical estimation	
☐	☐	vi. Hypothesis testing.	
☐	☐	vii. Regression or correlation analysis.	
☐	☐	**c.** The course must include multiple demonstrations of how computers can be used to perform statistical analysis more efficiently, if use of computers to carry out the analysis is not required. .	

YES	NO		Identify Documentation Submitted
		3. Quantitative applications: courses must satisfy **a**, **b, and c:**.	
☐	☐	**a.** Course has a minimum mathematical prerequisite of College Mathematics, College Algebra, or Pre-calculus**,** or a course already approved as satisfying the MA requirement.	
		b. The course must be focused principally on the use of mathematical models in quantitative analysis and decision making. Examples of such models are:	
☐	☐	i. Linear programming.	
☐	☐	ii. Goal programming.	
☐	☐	iii. Integer programming.	
☐	☐	iv. Inventory models.	
☐	☐	v. Decision theory.	
☐	☐	vi. Simulation and Monte Carlo methods.	
☐	☐	vii. Other (explanation must be attached).	
☐	☐	**c.** The course must include multiple demonstrations of how computers can be used to perform the above applications more efficiently, if use of computers is not required by students.	

Course Prefix	Number	Title	General Studies Designation

Explain in detail which student activities correspond to the specific designation criteria. Please use the following organizer to explain how the criteria are being met.

Criteria (from checksheet)	How course meets spirit (contextualize specific examples in next column)	Please provide detailed evidence of how course meets criteria (i.e., where in syllabus)
1a	MUC180 develops competencies in data manipulation and analysis through the use of computer software. Students learn how to manage different software packages including Word, Excel, Powerpoint, TextEdit, Google Analytics and/or proprietary industry software to organize, analyze and interpret diverse sources of information from industry datasets.	MCCCD Course Compentencies, Course Objectives, Course Syllabus, Class Assignments.
1b-i	Students learn how to use Excel to create various spreadsheets, and to design and to manage databases. These skills are taught and developed through the completion of assignments 2 and 6.	MCCCD Course Compentencies, Course Syllabus, Course Objectives 2 & 4, Course Outline II & IV, Assignments 2 & 6.
1b-ii	Students learn how to use computer software and various electronic tools to create a visual brand, publicity and marketing materials, and presentation materials as part of assignments 3 and 5.	MCCCD Course Compentencies, Course Syllabus, Course Objectives 3 & 5, Course Outline III & V, Assignments 3 & 5.
1b-v	Computer software learning objectives include working with formulas and functions, formatting spreadsheets for effective analysis, creating charts, extracting data from proprietary databases, as well as web pages, digital music streams, or social media posts and analyzing entertainment business data. Students will	MCCCD Course Compentencies, Course Syllabus, Course Objectives 7 & 8, Course Outline VII & VIII, Assignment 6..

	identify trends in data and leverage data to convey business messages.	

MARICOPA COMMUNITY COLLEGES

Computer Literacy for the Music Business

Course: **MUC180**	Lec + Lab **3.0** Credit(s) **3.0** Period(s) **0** Load
	Course Type: **Occupational**
First Term: **2017 Fall**	Load Formula: **L - .1 Load hours per credit per student**
Final Term: **Current**	

Description: Basic computer literacy, including business applications used in the Music Industry, with hands-on experience.

Requisites: Prerequisites: A grade of C or better in MUC109, or permission of Instructor or Department or Division Chair.

MCCCD Official Course Competencies

1. Create a flier for a music program using a basic word processing program. (I)
2. Develop and evaluate music budgets using a basic spreadsheet program. (II)
3. Create posters, fliers and mailings for a music program using a basic graphic design program. (III)
4. Assemble a catalog of music, sound recordings, promotional assets and client contacts using a basic database program. (IV)
5. Design and produce a business presentation using a basic slide presentation program. (V)
6. Enhance a basic home page sheet with Hyper Text Markup Language (HTML). (VI)
7. Assess the performance of online music marketing and distribution endeavors using basic analytics programs. (VII)
8. Survey of music measurement and charting software. (VIII)

MCCCD Official Course Outline

I. Word Processing Basics
   A. Creating a document
   B. Understanding word processing menus
   C. Formatting a word processing document
   D. Typing and editing text
   E. Working with columns, and page and column breaks
   F. Changing paragraph formats
   G. Changing font, size, or style
   H. Using dictionary and thesaurus
II. Spreadsheet Basics
   A. Understanding a spreadsheet

B. Understanding spreadsheet menus
C. Rows and columns
D. Formatting cells and spreadsheet documents
E. Writing a formula

III. Graphic Design Basics
A. Understanding paint/draw menus
B. Formatting a document
C. Using drawing and painting tools
D. Selecting and deselecting objects
E. Duplicating and deleting objects
F. Changing an object`s size and shape
G. Flipping and rotating objects
H. Arranging objects
I. Brush and spray can
J. Adding text

IV. Databases
A. Understanding a database
B. Understanding data base menus
C. Creating and editing fields
D. Sorting records
E. Creating and editing layouts

V. Slide Presentation Basics
A. Creating a document
B. Understanding slide presentation menus
C. Formatting a slide presentation document
D. Inserting text and graphics
E. Understanding sequencing and timing of transitions
F. Adding audio and video elements
G. Using templates

VI. HTML Basics
A. Understanding basic HTML codes
B. Creating a basic webpage with HTML codes
C. Formatting input forms with HTML codes
D. Inserting text and graphics on a webpage with HTML codes

VII. Analytics
A. Understanding the usage of analytics
B. Selecting analytics software
C. Creating an account
D. Selecting tracking parameters
E. Running performance reports
F. Analyzing data results

VIII. Survey of Music Measurement and Charting Software
A. Sound Scan unit sales
B. Broadcast Data Systems (BDS) airplay
C. Media Metrix online audience share
D. Arbitron radio demographics

E. Big Champagne downloads
F. Social Media influence tracking
G. Others

MCCCD Governing Board Approval Date: **March 28, 2017**

Computer Literacy for the Music Business

Spring 2020 • MUC180 • Section # XXXXX

Paradise Valley Community College – Union Hills Campus

Tuesdays & Thursdays • 12:00pm-1:45pm • CPA120

Instructor Information:

Instructor: Dr. Christopher Scinto
Office: M-Building, 169 • Office Phone: (602) 787-6686
E-mail: christopher.scinto@paradisevalley.edu
Office Hours: Monday & Wednesday - 10:30am-12pm; Tuesday & Thursday – 11:00am-11:50am

Course Description:

Basic computer literacy, including business applications used in the Music Industry, with hands-on experience.

Course Objectives:

1. Create a flier for a music program using a basic word processing program. (I)
2. Develop and evaluate music budgets using a basic spreadsheet program. (II)
3. Create posters, fliers and mailings for a music program using a basic graphic design program. (III)
4. Assemble a catalog of music, sound recordings, promotional assets and client contacts using a basic database program. (IV)
5. Design and produce a business presentation using a basic slide presentation program. (V)
6. Enhance a basic home page sheet with Hyper Text Markup Language (HTML). (VI)
7. Assess the performance of online music marketing and distribution endeavors using basic analytics programs. (VII)
8. Survey of music measurement and charting software. (VIII)

Course Outline:

I. Word Processing Basics
  A. Creating a document
  B. Understanding word processing menus
  C. Formatting a word processing document
  D. Typing and editing text
  E. Working with columns, and page and column breaks
  F. Changing paragraph formats
  G. Changing font, size, or style
  H. Using dictionary and thesaurus
II. Spreadsheet Basics
  A. Understanding a spreadsheet
  B. Understanding spreadsheet menus
  C. Rows and columns
  D. Formatting cells and spreadsheet documents
  E. Writing a formula
III. Graphic Design Basics
  A. Understanding paint/draw menus
  B. Formatting a document
  C. Using drawing and painting tools

D. Selecting and deselecting objects
E. Duplicating and deleting objects
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D. Arbitron radio demographics
E. Big Champagne downloads
F. Social Media influence tracking
G. Others

In-Class Meetings:
Class sessions consist of lectures, class discussions, group work and individual work on projects. Homework assignments are due at the beginning of class on the specified date; late assignments will not be accepted (unless cleared with the instructor at least one day before the assignment is due).

Required Materials:
There are no required materials for this class.
The instructor will provide training materials, handouts, and video links to provide course instruction.

Technical Requirements for this Course:
Students will need access to computers and software programs to complete assignments for this course.
Class lectures will be held in the Center for the Performing Arts Electronic Music Lab (CPA120). Although much of the coursework could be completed from any computer, the course is designed to allow students to potentially complete all assignments in the CPA Electronic Music Lab (CPA120). Open lab hours will be scheduled weekly in CPA120 for students to complete assignments outside of class. In addition, students can work on assignments in PVCC's computer commons during hours of operation.

Software Used:
Microsoft Word - Word Processing Software assignment
Microsoft Excel – Spreadsheet and Database assignment
Microsoft PowerPoint – Presentation Software assignment
Adobe Indesign and/or Illustrator – Graphic Design Software assignment
TextEdit – HTML assignment
Google Analytics – Data and Analytics assignment

Assignments (additional information and specific assignment parameters will be distributed in class):
1. Create a one-page cover letter and one-two page resume to apply for a music industry related position.
2. Create a spreadsheet to organize inventory and track sales revenue for music merchandise
3. Create a one-page promotional flyer for a live music event
4. Create a slide presentation (minimum of 10 slides) to highlight a musical event or artist. The presentation should include embedded photos, videos and/or audio examples.
5. Create a website "home page" for a musical event or artist using HTML. The website should include text, photos and embedded video and/or audio.
6. After viewing Music database and tracking software/websites, select a musical artist and create and share a report utilizing analytics.

Resources/Instructional Materials (links to all online tutorials will be posted as links in class Canvas page):

1. MS Word online tutorials
https://www.youtube.com/watch?v=S-nHYzK-BVg

2. MS Excel online tutorials
https://www.youtube.com/watch?v=rwbho0CgEAE

3. Adobe InDesign online tutorials
https://www.youtube.com/watch?v=g-lm_rP79C4
https://www.youtube.com/watch?v=Rc2j1DCm4UQ

4. Adobe Illustrator online tutorials
https://www.youtube.com/watch?v=b7O-dp0L_Qo
https://www.youtube.com/watch?v=g2hAwxWJ8SI
https://www.youtube.com/watch?v=TuGsO2of6N4

5. MS Powerpoint online tutorials
https://www.youtube.com/watch?v=XF34-Wu6qWU

5. TextEdit online tutorials
https://www.youtube.com/watch?v=-VHyMkr4uUw
https://www.youtube.com/watch?v=d9IJq0o5PBc

6. Analytics software and Website
https://www.youtube.com/watch?v=1T83gm6GBt0
https://www.youtube.com/watch?v=M0AJnQc4xf0

7. Music Industry Software tutorials
https://www.youtube.com/watch?v=-IX5pRtKGAA
https://www.youtube.com/watch?v=yCvOzkZj0lo
https://www.youtube.com/watch?v=SU6mo4UI-2M
https://www.youtube.com/watch?v=l8ocVq-YaJQ
https://www.youtube.com/watch?v=qcBi1A9WIDo
https://www.youtube.com/watch?v=x4Atnti70cM

Grading:
Class Assignments - Percentage of Grade:
Word processing project -15%
Spreadsheet project - 15%
Graphic Design project – 15%
Slide Presentation project – 15%
HTML project – 15%
Analytics project – 15%
Attendance and Participation – 10%

Grading Scale:
A = 90% - 100%
B = 80% - 89%
C = 70% - 79%
D = 65% - 69%
F = 64% and below

Attendence:
Students with disabilities who believe that they may need accommodations in this class are encouraged to contact Disability Resource Center, KSC-119, 602-787-7171.

Accommodations:
Students with disabilities who believe that they may need accommodations in this class are encouraged to contact Disability Resource Center, KSC-119, 602-787-7171.

MUC180 • SCHEDULE OF TOPICS • All DATES LISTED BELOW ARE FACE-TO-FACE SESSIONS
(Schedule is tentative and is subject to change at the discretion of the instructor)
Week 1 – January 21-23: Class Introductions, Syllabus, Word Processing Project lecture
Week 2 – January 28-30: Continue Word Processing Project lecture and work sessions
Week 3 – February 4-6: Continue Word Processing Project lecture and work sessions
Week 4 – February 11-13: Spreadsheet Project lecture and work sessions
Week 5 – February 18-20: Continue Spreadsheet Project lecture and work sessions
Week 6 – February 25-27: Graphic Design Project lecture
Week 7 – March 3-5: Continue Graphic Design Project lecture and work sessions
Week 8 – March 10-12: Continue Graphic Design Project lecture and work sessions
Week 9 – March 17-19: Spring Break, No class
Week 10 – March 24-26: Slide Presentation Project lecture and work sessions
Week 11 – Mar 31 – April 2: Slide Presentation Project lecture and work sessions
Week 12 – April 7-11: Music Industry Tracking and Charting Lecture
Week 13 – April 14-16: Continue Music Industry Tracking and Charting Lecture
Week 14 – April 21-23: Analytics Software Project Lecture
Week 15 – April 28-30: Analytics Software Project Lecture and work sessions
Week 16 - May 5-7: Analytics Software Project Lecture and work sessions

Deadlines:
1. The last Day to enroll for this class is **January 31, 2020**.
2. Word processing project is due on Thursday, February 6, 2020.
3. Spreadsheet project is due on Tuesday, February 25, 2020.
4. Graphic Design project is due on Thursday, March 12, 2020.
5. Slide Presentation project is due on Thursday, April 2, 2020.
6. HTML project is due on Tuesday, April 21, 2020.
7. Analytics project is due on Thursday, May 7, 2020.
8. The last day of class is Thursday, **May 7, 2020**.

A word about "Murphy's Law"
As you may know, "Murphy's Law" has been defined as: *If anything can go wrong at the worst possible moment, it can and will.*

My last policy allows for "real life" problems that may or may not be connected with Murphy's Law. However, please understand that I expect that you practice good time management skills. Therefore, DO NOT ask for special considerations regarding your deadlines. However, REAL emergencies - such as *sudden* illness, accidents, etc. will be considered on a case-by-case basis. In addition, I consider this policy fair and that you have been forewarned. Therefore, being overwhelmed at work, moving to a new home, "just having things pile up," problems with computers/printers etc., etc., etc., DO NOT excuse you from your deadlines. I expect that if you have a real crisis, you will call me, leave a message or communicate to me in some way prior to the deadline date. Otherwise, I expect that you will meet your deadlines or accept the consequences of a reduced grade.

Withdrawal: Responsibility for official withdrawal rests with you, the student. If you elect to withdraw at any time, it is your responsibility to notify the Admissions and Records office and complete the necessary paperwork. **If you simply stop completing the assignments, you will receive a grade based on the work completed and graded by the end of the semester. STUDENTS WILL NOT BE AUTOMATICALLY WITHDRAWN**. Refunds will be given in accordance with PVCC's general refund policy.

Plagiarism: Plagiarism - offering someone else's work as your own - will result in automatic failure. The burden of proof falls to the student. Always put answers in your own words. Do not copy and paste answers from websites. If you use someone else's words or take ideas from something in print, please make sure to site you source. Do not work on assignments in groups as it is impossible to determine which member of the group did the work.

Student Code of Conduct:
Students engaging in the following are subject to disciplinary sanctions outlined in the PVCC Catalog, Student Policies Section.

Acts of Dishonesty -- examples include:
- Plagiarism
- Furnishing false information
- Falsifying records related to coursework
- Forgery, alteration, misuse of any college document
- Tampering with the election of any college-recognized official

Disruption or obstruction of teaching, research, administration, disciplinary proceedings, or college activities. An instructor can remove a student from class for disciplinary reasons

Physical abuse, verbal abuse, threats, intimidation, harassment, coercion and/or conduct that threatens the health or safety of any person

Attempted or actual theft

Failure to comply with direction of college officials or law enforcement officers

Unauthorized possession, duplication or use of keys to any college premises

Violation of federal, state, or local laws on college campus or at college sponsored activities

Use, possession or distribution of narcotics or other controlled substances

Use, possession, or distribution of alcoholic beverages, or public intoxication

Illegal or unauthorized possession of firearms, explosives, weapons, or dangerous chemicals

Participation in a college demonstration that disrupts the normal operations of the college

Obstruction of the free flow of pedestrian or vehicular traffic on college premises

Conduct, which is disorderly, lewd or indecent

Theft or other abuse of computer time

Abuse of the judicial system

ASSIGNMENT 1: COVER LETTER & RESUME IN MICROSOFT WORD

REVIEW OF	DATE

REVIEWED BY

RUBRIC		SCORE
EXEMPLARY	Expectations exceeded	4
ACCEPTABLE	Expectations met	3
NEEDS IMPROVEMENT	Guidelines met	2
INADEQUATE	Guidelines somewhat met	1
UNACCEPTABLE	Incomplete; Information not available	0

SCORING SCALE	TOTAL
EXEMPLARY	
ACCEPTABLE	
NEEDS IMPROVEMENT	
INADEQUATE	

CRITERIA	4	3	2	1	0
A. Cover Letter Function					
Audience and purpose of the cover letter are strong and clear. Letter shows a very professional appearance, tone, and style.					
B. Cover Letter Formatting					
Document exhibits proper margins, columns, use of fonts and text types (italics/underline/bold), indentations for paragraphs, titles and headings, spacing, and is visually appealing.					
C. Cover Letter Content					
Format of the letter is clear. Each major section includes all required information (address, date, salutation, body, closing, signature).					
D. Cover Letter Grammar & Mechanics					
Writer follows all guidelines for spelling, grammar, usage, mechanics, etc. Sentences are strong and varied.					
E. Resume Function					
Audience and purpose of the resume is strong and clear. Resume shows a very professional appearance, tone, and style.					
F. Resume Formatting					
Document exhibits proper margins, columns, use of fonts and text types (italics/underline/bold), indentations for paragraphs, titles and headings, spacing, and is visually appealing.					
G. Resume Content					
Format of the cover letter is clear. Categories for previous employee, education, experiences, skills, interests, and references are all included and laid out in a logical fashion.					
F. Resume Grammar & Mechanics					
Writer follows all guidelines for spelling, grammar, usage, mechanics, etc. Sentences are strong and varied.					
COLUMN TOTALS					
TOTAL SCORE					