



Arts and Communication Division

Course Outline

Coordinator: James Kelly
Ext. 3716

Latest Review: Spring 2005

MUS123 Music Business

Description:

An overview of the music industry including copyright law, publishing, contracts, management, licensing, and merchandising. Includes a discussion of career opportunities in the music industry. Students will gain an overall understanding of the people, technologies, and laws that affect all aspects of the music business.

A. Course Objectives:

1. Through the use of written examinations, class participation, and research papers, students will demonstrate knowledge of music industry operations including: copyright law, publishing, performance rights, contracts, licenses, artist management, Internet music distribution, unions and guilds, entertainment agencies, live performance venues, concessions, record production, recording studios, manufacturing production, distribution companies, wholesale and retail merchandising, and promotion of music products.
2. Students will discuss career opportunities in the music industry.

B. Principal Resources: The course will be taught in an existing classroom at Mercer County Community College. No special facilities or equipment will be required. Students will be required to purchase the textbook *A Music Business Primer* by Diane Rapaport.

C. Method of Instruction: The course will be taught in a lecture format. Students will be required to take notes in class and will demonstrate knowledge of class material through written exams. A role-play exercise is planned which will involve students negotiating a recording artist contract with a record company. In addition, students will write a research paper related to current events in the ongoing dispute between record companies and Internet music distribution.

D. Evaluation Procedures: The midterm and final exams will constitute 50% of the final grade. These exams will test student knowledge with regard to terms and concepts covered in the lectures. The remaining 50% will be determined by several short quizzes, a written research paper, and class participation. A= Excellent, B= Above average, C= Average, D= Below average, F= Failing

E. Topical Outline:

1. General Business Terminology and Concepts
 1. Financial Statements
 2. Income Statements
 3. Bookkeeping
 4. Business Plans
 5. Taxation
2. Ownership of a Business Name
3. Copyright Law
4. The Internet and Challenges to Copyrights
5. Music Publishing
 1. The Business of Publishing
 2. Legal Aspects
 3. Collaborator/Songwriter Agreements
6. Music Licensing
 1. Mechanical Licenses
 2. Performance Licenses
 3. Synchronization Licenses
 4. Sheet Music Licenses
7. Entertainment Attorneys
8. Artist's Managers
9. Talent Agents
10. Concert Promotion
11. Arts Administration and Cultural Arts
12. Record Companies
 1. Major Record Labels
 2. Independent Record Labels
13. Marketing and Selling Records
14. Audio Services
 1. Recording Studios
 2. Sound Reinforcement
 3. Replication
 4. Audio Technology Manufacturing
15. Manufacturing and Retailing Musical Instruments and Audio Products

F. Outline by Week:

Week 1: Course overview. Review course syllabus. Discuss project requirements, tests, grading, and class procedures.

Week 2: Class discussion to include: entertainment conglomerates, the Internet and music distribution, financial statements, income statements, business plans, taxation, and business names. Reading assignment: *A Music Business Primer*, Introduction - The Ecology of the Music Business, and Segment 1 - The Business of Music.

Week 3: Class discussion to include: copyrights, infringement, piracy, Napster and lawsuits against free file-sharing services. Reading assignment: *A Music Business Primer*, Segment 2 - Creative Rights.

Week 4: A continuation of copyright law. Reading assignment: handouts from the instructor.

Week 5: Class discussion to include: role of the publisher, contracts between composers and publishers, and print music publishers. Reading assignment: *A Music Business Primer*, Segment 3 - Publishing.

Week 6: Publisher and songwriter agreements. Reading assignment: handouts from the instructor.

Week 7: Class discussion to include careers opportunities in songwriting and publishing. Review for midterm exam.

Week 8: Midterm exam.

Week 9: Class discussion to include music licensing, sampling and copyright infringement. Assignment of research paper: current events in Internet music distribution. Reading assignment: *A Music Business Primer*, Segment 4 - Music Licensing.

Week 10: Class discussion to include the business of attorneys and artists' managers. Reading assignment: *A Music Business Primer*, Segment 5 - Attorneys and Artists' Managers.

Week 11: Class discussion to include talent agents and concert promotion. Reading assignment: *A Music Business Primer*, Segment 6 - Talent Agents, and Segment 7 - Concert Promotion and Arts Administration.

Week 12: Class discussion to include: Record companies, recording artist agreements, and independent record labels. Class role-play exercise: negotiating a record contract. Reading assignment: *A Music Business Primer*, Segment 8 - Record Companies.

Week 13: Class discussion to include audio services and marketing records. Reading assignment: *A Music Business Primer*, Segment 9 - Marketing and selling records, and Segment 10 - Audio Services.

Week 14: Class discussion to include: Music manufacturing and retailing, and a discussion of career opportunities in performance, artist management, talent agency, concert promotion, audio engineering, music production, education, and retail sales. Reading assignment: *A Music Business Primer*, Segment 11 - Manufacturing and Retailing.

Week 15: Continuation of career opportunities. Final exam review.

Week 16: Final exam.