



COURSE OUTLINE

MUS123
Course Number

Music Business
Course title

3
Credits

3 lecture/0 lab
Hours

Catalog description:

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

Prerequisites: None

Corequisites: None

Required texts/other materials:

Baskerville, David and Tim. Music *Business Handbook and Career Guide* (9th edition), Sage Publications, Inc., 2010.

Last revised: Fall 2021

Course coordinator: Scott Hornick, Associate Professor of Music – CM 149;
(609) 570-3716; hornicks@mccc.edu

MUSIC BUSINESS COURSE OUTLINE - MUSIC 123

I. Description and Objective:

- This course is designed to provide a working knowledge of the business side the music industry. (MCCC Core Skills A, B, C, D, F and G)
- Students will understand how contracts are created and drafted, and the details that lie within each contract. (MCCC Core Skills B, C, D, E, F and G)
- Students will learn the differences between the major and independent record companies, artists, producers, publishing companies, managers, agents, promoters, and attorneys. (MCCC Core Skills A, B, C, D, E, F and G)
- New challenges from digital technology and the Internet will be explored, along with evolving markets and career paths. (MCCC Core Skills A, B, C, D, E, F and G)
- The core concepts of copyright and trademark law as they apply to music will also be covered. Real world application of principals shall be stressed. (MCCC Core Skills A, B, C, D, E, F and G)

Course-specific General Education Knowledge Goals and Core Skills

MCCC Core Skills

Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.

Goal B. Critical Thinking and Problem-solving. Students will use critical thinking and problem solving skills in analyzing information.

Goal C. Ethical Decision-Making. Students will recognize, analyze and assess ethical issues and situations.

Goal D. Information Literacy. Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.

Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.

Goal G. Intra-Cultural and Inter-Cultural Responsibility. Students will demonstrate an awareness of the responsibilities of intelligent citizenship in a diverse and pluralistic society, and will demonstrate cultural, global, and environmental awareness.

- II. **Resources:** The classes will be taught at the Mercer campus. Students are required to purchase the textbook *Music Business Handbook and Career Guide 9th Edition* by David Baskerville. Internet access and the ability to research will be needed.
- III. **Instruction Method:** Classroom lectures, documentary movies, student discussion, research assignments and reports, small groups and roll playing will all be used.
- IV. **Evaluation Method:** There will be a midterm and final exam as well as some quizzes. These will cover concepts from the textbook and classroom lectures and discussions. Short research papers will be required. Students will also show the ability to find and fill out common forms. Please note that we are covering a lot of material in class that is not in the text. Class attendance and participation shall be included in the evaluation. Since it is unfair to other students, lateness will be penalized. Let me know if you have any problems with attendance in advance. **PLEASE NOTE: quizzes and assignments may be added or removed. Topics may be changed. Pay attention to class announcements.**

V. Outline by Week (Note: subject to change):

Week 1: Overview. Professor and student will exchange introductions, background and goals discussion. Illustration of the traditional Money Flow Chart as a starting point. The class will then move on to an overview and discussion of the transition of the music business from sheet music to recorded music and now the Internet and an evolving business model.

Assignment for wk 2: Read Chapter 18 "The Digital Age". Find an example of an Artist not using the traditional label system and write a page or two on how they are making income from their music.

Week 2: Class will investigate the factors that have led to the digital music revolution and the effect of digital technology on all aspects of the music industry from creation to recording to marketing. A documentary will look at some of the changes brought by the digital revolution.

Assignment for wk 3: Read Chapter 5 "Music Copyright". Study Form CO along with instructions from the Copyright office web site at www.copyright.gov/forms. Try to fill out the form using one of your songs or a fake example.

Week 3: Class discussion of copyright law. Review of CO Form. Question and answer session. Tutored test on copyright law. STUDENTS MUST ATTEND THIS CLASS! Contact Professor immediately if you cannot attend.

Assignment for wk 4: Read Chapter 4 "Music Publishing". Read Chapter 6 "Music Licensing". Look over the web sites for ASCAP, BMI and SESAC. Write a short report what these organizations do listing at least three ways the three organizations are similar and three ways they differ.

Week 4: Class discussion of the role of music publishing and administration. In depth discussion of the relationship between writers and publishing companies including contracts. Songwriter collaboration and its problems will also be presented in small group role-play exercise. Class discussion of performing rights societies, mechanical licenses, synchronization licenses, as well as new uses of music. For some Artists is licensing the prime income stream?

Assignment for wk 5: Read Chapter 26 "Starting Your Own Business". Read Chapter 23 "Music and Theater" & Chapter 24 "Business Music and Production Libraries".

Week 5: Class will watch and discuss the documentary film "Tom Dowd & The Language of Music". Students will look at creating a Business Plan and different business entities. There will be a quick overview of theater and music libraries.

Assignment for wk 6: Read Chapter 19 "Music in Radio". Research and write a short report "Does radio matter anymore?" Include the effects of consolidation and Clear Channel and what direction services like satellite and Pandora will likely take. Read Chapter 22 "Music in Advertising". List two or more examples you like or hate, and bring in examples if you can.

Week 6: Overview of history of music and radio. Class discussion of the various uses of music in advertising. Will look into the history of the art vs. commerce question of commercial licenses. Is it selling out to have your song on a car commercial or is it just another way of reaching an audience? Open class discussion and review for midterm exam.

Assignment for wk 7: Study, study, and study.

Week 7: Midterm exam.

Assignment for wk 8: Read Chapter 7 "Agents, Managers, and Attorneys" and Chapter 10 "Artist Management".

SPRING BREAK!

Week 8: Class role playing exercise. Class will create and negotiate an artist management agreement. Professor will mediate. How does this compare with the real world relationships and agreements?

Assignment for wk 9: Read Chapter 8 “Artist Recording Contracts”.

Week 9: Class discussion of the basic terms of an artist company recording contract with a Major label. Special attention will be given to how these terms may vary in independent label deals and evolving trends in the industry such as the “360 Deal”. Students will try to answer the question, “Do artists need record labels anymore?”

Assignment for wk 10: Read Chapter 11 “Record Production”.

Week 10: Class discussion of various rolls of producers. Special attention will be given to the producer as hired gun vs. the producer as production company/label. Students will discuss the how the producer’s roll impacts the Artist. Excerpts from a documentary movie on the development of hip-hop production techniques will be shown.

Assignment for wk 11: Read Chapter 12 “Concert Production”. Write a couple pages on the present condition and direction of the live performance industry. Are revenues up or down? Is attendance up or down? Are there more or less venues for established acts and for new acts? Who are the big players and how have things changed over the last few years?

Week 11: Class discussion of the concert business and current trends. What should an Artist know about the business of touring? The real nitty gritty (hint don’t poop on the bus).

Assignment for wk 13: Read Chapter 25 “Career Options” and Chapter 27 “Career Development”. Write out your 5-year/10-year plan for your career in the music industry (if a student is not personally going into a music career make a plan that someone else could follow).

Week 12: Class discussion of the real world job market in the music industry. Coverage of supporting personnel not just artists. Students look at the local scene vs. superstar status. Students will go over their career plans.

Week 13: Students will watch and analyze the documentary on the band Anvil and try to determine what the artists did wrong and how they might have succeeded.

Week 14: The real world tool kit for the music biz. We will try to apply all the information we have gathered into context. Open discussion and review for final. **Turn in all undelivered assignments or they will not be accepted.**

Week 15: FINAL EXAM at regular class time.

Student Success Coach: Mercer students have a Student Success Coach available to support their efforts during their first semester through graduation. Students can connect with a Coach by emailing Successcoach@mccc.edu or calling 570-3451. www.mccc.edu/coaching has useful information about coaching and student success. For additional information, please contact:

Latonya Ashford Ligon at 570-3292 or by email ashfordl@mccc.edu .

Academic Advising after your first semester: Faculty advisors provide help with completing your major after your first semester. Your faculty advisor should be listed on the MyMercer portal. If you need further assistance please contact your division Executive Assistant.

Liberal Arts: Debbie Stotland LA162 570-3378 Stotland@mccc.edu

Business & Stem: Doris Geck BS134 570-3482 Geckd@mccc.edu

Health Professions: Barbara Pieslak MS126 570-3383 pieslakb@mccc.edu

Use your “MyMercer” Portal: Your “MyMercer” portal contains your MercerMail, financial information, class schedule, grades, your advisor and other information. Check your “MyMercer” portal every day. Visit www.mccc.edu/mymercer to access your portal.

Center for Inclusion, Transition and Accessibility: Arlene Stinson, Director:

Mercer County Community College recognizes disability as an aspect of diversity and the Center for Transition, Inclusion and Accessibility works to ensure inclusive learning environments by encouraging the college community to examine accessibility and through the delivery of effective academic accommodations to qualified individuals. Mercer County Community College is in compliance with section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 (ADA).

For information on Universal Design for Learning, information regarding meeting the needs of students with disabilities, or information regarding the provision of academic accommodations please visit the Center for Transition, Inclusion and Accessibility in LB216 or contact:

Arlene Stinson stinsona@mccc.edu, Lisa Ward wardl@mccc.edu or Susan Onaitis onaitiss@mccc.edu

Tutorial Center: Charles Haas, Director

Tutoring Center services are free and available for all students. Drop in or contact the following to schedule an appointment.

Charles Haas (WWC), LB214, 570-3452, haasc@mcccc.edu
Angela Frumin, (TC) 311, frumina@mccc.edu or John Kashmer, (WWC), LB214, kashmerj@mccc.edu

Career and Transfer Center: Planning to go to work or to transfer to a 4-year college after completing your Mercer degree? Contact the Career and Transfer Center for support and advice.

Letrice Thomas (WWC transfer services), SC201, 570-3397, thomasl@mccc.edu

Counseling Services: Are you experiencing personal challenges, feeling overwhelmed? Are you having stress and anxiety? Counseling services are available free of charge. Contact:

Dorothy Gasparro Ed.S, LPC, NCC, SC239, 570-3354, gasparrd@mccc.edu

Veteran’s Services: If you are currently serving or have served in the US Armed Forces, or are a family member of someone who has, our Veterans Services Team is here to help you optimize your education benefits. Contact:

John Becker, SC220, 570-3240 or Jennifer Whitfield, SC222, 570-3269, whitfiej@mccc.edu or vets@mccc.edu

Important Fall 2018 dates:

09/11/18 – Last day for 100% refund

09/30/18– Start FASFA for spring

10/02/18 – 10-week semester starts

11/09/18 – Last day to withdraw from 14-week class

Academic Integrity Policy

As stated in the student handbook, "A student will be guilty of violating academic integrity if he/she (a) knowingly represents the work of others as his/her own, (b) uses or obtains unauthorized assistance in the execution of academic work, or (c) gives fraudulent assistance to another student." Students should read the Academic Integrity policy in the MCCC Rights and Responsibilities Handbook.

Academic Dishonesty will result in failure of this course.

Accommodations

Mercer County Community College is committed to ensuring the full participation of all students in its programs. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA or Section 504 of the Rehabilitation Act, please contact Arlene Stinson in LB 216 stinsona@mccc.edu for information regarding support services.

Financial Aid Application Statement

It is recommended that student complete an application for financial aid to determine eligibility for financial assistance. Visit www.fafsa.edu.gov to complete your application. Applications should be completed **before** December 1, 2018. Students who are interested in MCCC Foundation scholarships are expected to complete an application as well.