

SYLLABUS

Code: BUSI 129/MUSI 129

Title: Introduction to Music Business

Institute: Business and Social Science
and Humanities

Department: Music and Business
Management

Course Description: This course will introduce students to a broad overview of the music business including the basic principles of marketing, publishing, licensing, distributing, selling and promoting music. Students will explore the impact of technology and electronic transmission of music. This course will guide both musicians and non-musicians through identifying essential business management skills needed to pursue a career in the music industry.

Prerequisites: Knowledge of Microsoft Word and PowerPoint is recommended.

Corequisites:

Prerequisites or Corequisites:

Credits: 3

Lecture Hours: 3

Lab/Studio Hours:

RECOMMEND: (NOT REQUIRED) TEXTBOOK/MATERIALS: *All You Need to Know About The Music Business (Hardcover) by Donald S. Passman 2009 Seventh Edition (ISBN-978-1-4391-5301-7)*

ADDITIONAL TIME REQUIREMENTS:

Attendance or participation at 2 or 3 music related seminars or events outside of class meeting time.

COURSE LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Analyze and understand basic business principles as it relates to the music business.
- Identify non-traditional career opportunities and various ways to generate income in the music industry.
- Recognize the legal fundamentals of contracts, music licensing, distribution, publishing, royalties and copyright law.
- Develop knowledge and understanding of areas of business related to record labels, independent artist and managers.
- Acquire basic proficiency of the changing dynamics of the music industry as it relates to music production, performance, touring, technology and the media.

GRADING STANDARD:

Grades will be comprised of class lectures, tests, projects and attendance. Below is the weight and number of points required to earn a particular grade:

	<u>Weight</u>	<u>Points</u>
Attendance & Participation	15%	15
I. Project	15%	15
II. Project	15%	15

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III.	Project	15%	15
IV.	Mid-Term Exam	20%	20
V.	Final Exam	20%	20

<u>Grade</u>	<u>Total Points</u>
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	76-79
C	70-74
D	65-69
F	0-64

Attendance and Participation

Being prepared and attending all classes is imperative. Each student is expected to attend class lectures and actively participate in class discussions. Attendance and participation account for 15% of the final grade.

Projects

Three projects each account for 15% of the final grade.

Mid-Term and Final Exam

Mid-Term and final exam each account for 20% of the final grade.

Attendance Policy: One absence will be excused; however subsequent absences will result in a deduction of 10% of the final average for each absence.

COURSE CONTENT:

Unit I Introduction to the Music Business

- Learn essential business skills as a musician, producer, songwriter, publisher or manager
- Become familiar with planning and marketing skills
- Understand how to analyze contracts and develop negotiating skills
- Learn the benefits of merchandising skills
- Explore various technological resources
- Understand the relevance of legal terms

Unit II How the Music Business works

- Explore how music is heard, experienced and perceived
- Identify what makes up the music industry
- The generation of revenue through the music industry

Unit II Assembling a Team of Advisors

- Identify what task can be done yourself and when to appoint an expert
- Understand the role of a business manager, personal manager, public relations and booking agent
- Identifying ways to find an attorney and various agencies

Unit III The Recording Process

- Recording
- Mixing
- Mastering
- Assessment of recording options
- Budgeting cost

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Unit IV Working with record labels

- How do major labels work?
- Getting signed by a major label
- The role of A&R departments
- Agreement terms
- Advance
- Signing bonus
- Promotional cost
- Video cost
- Royalties
- Recouping advances

Unit VI Songwriting and Publishing

- Analyze the business of songwriting
- Understand how to publish songs
- Identify music publishing companies
- Monitoring and collection of royalties through organizations such as ASCAP, BMI and SESAC
- Signing a publishing deal
- Copyrighting songs

Unit VII Distribution and Merchandising

- Locating independent distributors
- Selling CDs online
- Digital downloads
- Deciding what merchandise to sell

Unit IX Promoting Music

- Ways to promote local events
- Radio promotion
- Ways to promote music online and through other media
- Print advertising

Unit X Touring

- Assigning task of the tour manager and tour accountant
- Transportation of people and equipment
- Hiring
- Booking hotels
- Collecting payment on the road
- Working with promoters

Unit XI Music in other Media

- Composing music for Film and TV
- Composing music for Video Games
- Generating income with ringtones or jingles
- Understanding the role of a Music Supervisor or Music Editor

Unit XII Independent Artist

- Understanding of what it means to be an indie artist
- Promoting your own music
- Developing your own website or blog
- Social Networking
- Online advertising

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- Selling and merchandising online

DEPARTMENT POLICIES:

See faculty addendum for department policies.

COLLEGE POLICIES:

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK](#) AND [BCC CATALOG](#).

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

ADDITIONAL SUPPORT/LABS:

The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.