

SYLLABUS

INTRO TO MUSIC BUSINESS I&II **DR. JOE FERRY, Instructor**

Week 1: Lecture – *Introduction To The Music Business*. Topics covered include the history of music industry, noteworthy events, dates and people associated with the music business and record labels.

Week 2: Lecture – *The Functions of The Record Label*. Topics include the main areas of business common to all record labels: distribution, marketing, promotion, production, legal affairs, ethics, A&R. Special attention is paid to DIY Music (Do-It-Yourself Music), a fast-growing type of record company quickly becoming the preference among entrepreneur/musicians.

Week 3: Lecture – *A&R (Artists & Repertoire)*. Topics include the functions of the A&R department and the various career opportunities associated with A&R.

Week 4: Lecture – *Legal Affairs*. Topics include an overview of contracts commonly found in the music business including recording contracts, management agreements, samples licenses, synchronization licenses, songwriters agreements, publishing contracts.

Week 5: Lecture – *Distribution*. Topics include the various types of distribution commonly used in the music business including digital distribution, brick & mortar distribution, direct to consumer distribution, downloads.

Week 6: Review For The Mid-Term.

Week 7: Take-Home Midterm distributed via email and due in hard copy format at next class meeting. Lecture – *Record Promotion*. Topics include the various types of radio and pod broadcasts currently popular, an overview of program directors, college and commercial radio.

Week 8: Lecture – *Market Techniques*. Topics include the various statistical and business techniques employed in successful marketing campaigns.

Week 9: Lecture – *Legal & Ethical Issues In The Music Business*. Topics include Sexual Harassment, Sex In The Music Industry (both in lyrics and advertising).

Week 10: Lecture – *Writing Business Plans*. Topics include the various types of business structures including corporations, partnerships and sole proprietorships.

Week 11: Guest Speaker. TBA.

Week 12: Guest Speaker. TBA.

Week 13: Lecture – *Artist Management & Booking Agents*. Topics include the functions of personal managers and booking agents.

Week 14: Review Of Semester, Part I.

Week 15: Take Home Final Distributed and due in hard copy format by the last day of school. Review Of Semester, Part II.

Semester II

Week 1: Lecture – *Grant Writing*. Topics include the various types of grants and how to apply for them.

Week 2: Lecture - *Functions of Attorneys in the Music Business*. Topics include the various jobs of music attorneys, fee structures, pro bon lawyers.

Week 3: Lecture – *In Depth Study of Record Contracts, Part I*. Topics include a close look at all the major points, terms and conditions of standard record contracts including Indemnification, Point Breakdown, Duration, Copyrights.

Week 4: Lecture – *In Depth Study of Record Contracts, Part II*. Topics include a close look at all the major points, terms and conditions of standard record contracts including Indemnification, Point Breakdown, Duration, Copyrights.

Week 5: Lecture – *In Depth Study of Record Contracts, Part III*. Topics include a close look at all the major points, terms and conditions of standard record contracts including Indemnification, Point Breakdown, Duration, Copyrights.

Week 6: Review For Mid-Term.

Week 7: Take-Home Midterm distributed via email and due in hard copy format at next class meeting. Lecture – *Career Opportunities, Part I*. Topics include a close look at all the employment opportunities available to artists, producers and engineers.

Week 8: Lecture – *Career Opportunities, Part II*. Topics include a close look at all the employment opportunities available to artists, producers and engineers.

Week 9: Lecture – *Touring and Concert Promotion*. Topics include all aspects of touring from coordination to logistics as well as all aspects of concert promotion from legal to finalization.

Week 10: Lecture – *Tax Law & Income Tax Preparation for the Working Musician*.

Week 11: Guest Speaker. TBA

Week 12: Guest Speaker. TBA.

Week 13: Lecture – *Unions & Organizations*. Topics include ASCAP, BMI, SESAC, Musicians Union, etc.

Week 14: Review of the semester, Part I.

Week 15: Take Home Final Distributed and due in hard copy format by the last day of school. Review of the semester, Part II.

Grades will be based on the mid-term, final, class participation and attendance. Attendance is required at all class meetings.

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