MUS123  
Course Number: 3 
Credits: 3 lecture/0 lab

Music Business  
Course title

Credits  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:


Last revised: Fall 2016

Course coordinator: Scott Hornick, Assistant 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 of 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)

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 Cannel 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 roles 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 role 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.

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**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.*

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**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. The application is FREE and available for completion beginning October 1, 2016 for the 2017-18 academic year. Visit www.fafsa.edu.gov to complete your application. Applications should be completed before December 1, 2016. Students who are interested in MCCC Foundation scholarships are expected to complete an application as well.