

MUS-1110: MUSIC BUSINESS I

Cuyahoga Community College

Viewing: MUS-1110 : Music Business I

Board of Trustees:

June 2024

Academic Term:

Fall 2024

Subject Code

MUS - Music

Course Number:

1110

Title:

Music Business I

Catalog Description:

Examination of multiple facets of music industry. Includes exploration of career options, recording industry, performance and promotion, music business contracts, marketing of songs, music publishing, copyrights, and retail.

Credit Hour(s):

3

Lecture Hour(s):

3

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

None.

Outcomes

Course Outcome(s):

Describe the hierarchy of the entertainment Industry and music business.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

1. Define common terms used within the Music Industry.
2. Summarize differences and similarities within and between record label types, concert promoters, and publishers.
3. Identify the top record labels and concert promoters in the world.
4. Classify and distinguish between types of music industry gatekeepers.
5. Discuss the implications of the internet community on the music industry.

Course Outcome(s):

Explain the importance of networking and relationships within the music industry.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

1. Identify the importance of networking and relationships.
2. Explain and identify examples of how the music business functions with collaborators.
3. Identify how an artist is considered for music business opportunities.
4. Conduct and participate in an on-line group meeting, demonstrating professionalism.
5. Develop and demonstrate an "elevator speech."
6. Devise strategies for collaborating with and defending against competitors.
7. Propose an artist for possible record label collaboration.
8. Compare potential record labels, publishers, and talent buyers for collaboration.
9. Evaluate agreements and contracts for collaboration.

Course Outcome(s):

Prepare an Artist Development Plan.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

1. Outline an overview of an artist development plan, including content creation, interpretation, co-writing, artist expectations of self and others, and include a discussion of navigating artistic temperament.
2. Identify critical aspects of necessary content protection and copyright registration.
3. Describe a plan for continuing artist improvement, including lessons and coaching sessions.
4. Write a plan for management and personnel acquisition for an artist.
5. Outline the various aspects of starting an artist's business, including start-up, image and branding, promotion, legal contracts and agreements, finance and funding of artistic projects, trademarks and music publishing concerns.
6. Identify the information needed to join a performing rights organization, and SoundExchange.
7. Compile a complete list for artist's gear, instruments, and equipment, including costs, brands, storage and travel necessities.
8. Explain the function and work of artist teams, partners, collaborators, and project management.

Course Outcome(s):

Prepare an Artist Business Plan

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

1. Summarize the goals and objectives of the business, and formulate a company description. Include an executive summary of the business plan.
2. Identify and describe the products and services to be offered, paired with a marketing plan with identified customer targets, a clear picture of the competition, promotional events, and advertising and sales.
3. Formulate a management and personnel plan to accomplish the goals of the business.
4. Formulate a finance and resource plan.
5. Define the artist's plan for keeping and defending intellectual property, and use of technology in all business endeavors.

Course Outcome(s):

Compile an Artist Promotion Package.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

1. Describe the process of establishing a quality artist's name.
2. Generate a plan for an on-line presence, including an e-mail, a website, and social media accounts.
3. Explain the process for compiling a photo packet and biography for the artist.
4. Identify the aspects of a good compilation of sound bites and materials for an electronic press kit.

Course Outcome(s):

Describe product development considerations for an artist.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

1. Formulate a licensing plan for the artist's intellectual and creative property.
2. Describe the elements of a merchandising plan for recordings, tee-shirts, and other marketable items.
3. Write a recording plan for upcoming demos and master recordings.
4. Create a performance plan for performance bookings.

Methods of Evaluation:

1. Written examinations
2. Written assignments
3. Student projects
4. Class reports
5. Completed artist's plan

Course Content Outline:

1. Overview of the music industry
 - a. Artist development
 - b. Artist business
 - c. Planning
2. The Creative process
 - a. Professional songwriting and collaboration
 - b. Recording options
 - c. Performance possibilities
 - d. Preparing the promotion
3. Teams and Collaborating
 - a. Manager
 - b. Agent
 - c. Producer
 - d. Engineer
 - e. Studio musicians
 - f. Time management strategies
4. Copyrights and Publishing
 - a. Copyrights
 - i. Songs and sound recording registration
 - ii. Using other composer's songs
 - iii. Sampling

iv. Infringement issues

b. Publishing

- i. Publishing company functions
- ii. Mechanical rights
- iii. Performing rights organizations
- iv. Song exploitation-markets

5. Contracts and production agreements

- a. Identifying stakeholders and their purviews
- b. Types
- c. Duration
- d. Royalties
- e. Budgets
- f. Recoupment
- g. Sales
- h. Promotion
- i. Publishing

6. Promotion and Sales

- a. The potential audiences
 - i. Promotional materials
 - ii. Performance-based promotion strategies
 - iii. Media reviews
 - iv. Radio and media airplay
- b. Sales considerations
 - i. Performances
 - ii. Merchandise
 - iii. Publishing
 - iv. Retail
 - v. Distributors
 - vi. On-line
 - vii. Mail order
 - viii. Alternative markets
 - ix. New technologies

7. The Package

- a. Graphic Design
 - i. logos
 - ii. Design
 - iii. Production processes
 - iv. Printing process
- b. Manufacturing and Replication
 - i. Digital production, CD's, vinyl
 - ii. Merchandise – hats, shirts
 - iii. Alternate formats
 - iv. Choosing a manufacturer
 - v. Choosing a broker

8. Establishing the business

- a. Business name
- b. Personnel - unions and guilds

- i. American Federation of Musicians (AFM)
- ii. American Federation of Television and Radio Artists (AFTRA)
- iii. American Guild of Musical Artists (AGMA)
- iv. International Association of Theatrical and Stage Employees
 - c. Agents, managers, and attorneys

Resources

Baskerville, David. *Music Business Handbook and Career Guide*. 13th ed. Sage Publications, 2023.

Mears, A. Dale. *How to Make Money in Music*. Billboard Press, 1976.

Shemel, Sidney, and M. William Krasilovsky. *This Business of Music*. 7th ed. Billboard Press, 1995.

Latimer, John. *Artist Development in the Music Business*. 9th ed. Latimer Publishing, 2024.

Latimer, John. *Business Plan for Artists*. 8th edition. Latimer Publishing, 2024.

Sadler, Nick. *The Label Machine: How to Start, Run and Grow Your Own Independent Music Label*. Velocity Press, 2021.

Chisholm, Audrey. *Start Your Music Business: How to Earn Royalties, Own Your Music, Sample Music, Protect Your Name, and Structure Your Music Business*. Greenlight Books and Publishing, (Music Law Series), 2014.

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