

Las Positas College
 3000 Campus Hill Drive
 Livermore, CA 94551-7650
 (925) 424-1000
 (925) 443-0742 (Fax)

Course Outline for MUS 37
MUSIC INDUSTRY CAREER DEVELOPMENT
Effective: Fall 2018

I. CATALOG DESCRIPTION:

MUS 37 — MUSIC INDUSTRY CAREER DEVELOPMENT — 3.00 units

Career opportunities and business practices in the music industry. Focus on career options and development, artist management, unions, music merchandising, music for film and digital media, and concert promotion.

3.00 Units Lecture

Grading Methods:

Letter or P/NP

Discipline:

- Music

Family: Music Industry

	MIN
Lecture Hours:	54.00
Expected Outside of Class Hours:	108.00
Total Hours:	162.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Differentiate various career paths in the music industry
- B. Develop a business plan specific to individual musical goals
- C. Recognize the role and importance of music merchandising, publishing, and licensing
- D. Develop and implement effective strategies for concert promotion, artist management, crowd sourcing, social media, and traditional marketing

V. CONTENT:

- A. The Entrepreneurial Music Artist
 1. Brief discussion of music business history - past, present, and future
2. The Entrepreneurial Musician
 - a. The economics of Indie!
 - b. Direct to fan era
 - c. Doing the math
 - d. Making money with Free
 - e. Tools of the trade
 - f. Sales/Promotion
 - g. Financing
 - h. Touring
 - i. Licensing
3. Start Your Own Business
 - a. Getting the process started
 - b. Business name
 - c. Forms of ownership
 1. Sole Proprietorship
 2. Partnership
 3. Corporation
 - d. Permits and Legalities
 - e. Raising Funds
 - f. Marketing
 1. Product
 2. Price
 3. Place
 4. Promotion

- g. Accounting and Finance
 - 1. When to Record a transaction
 - 2. How to Record a Transaction
 - h. Keeping Track of the Money
 - 1. Balance Sheet
 - 2. Income Statement
 - 3. Cash Flow Statement
 - i. Operations Management
 - 1. Gantt Charts
- B. Music Business in the Digital Age
 - 1. Music Business in the Digital Age
 - a. Website
 - b. Electronic Press Kit
 - c. Song and Video Demos
 - 2. Guest lectures from Music Business Professionals (such as Larry Batiste, Music Director for the pre-Grammy telecast; Davey D, Victoria Theodore, keyboardist for Steve Wonder)
 - a. Booking performance dates, on your own
 - b. The Music Business System
- C. Independent Record Labels
 - 1. Independent Record Labels
 - a. Executive Officers
 - b. Distribution and Sales
 - c. Business and Legal Affairs
 - d. Accounting
 - e. Merchandise
 - f. Publishing Affiliates
 - g. Trade Associations
 - 1. Recording Industry Association of America
 - 2. National Academy of Recording Arts and Sciences
 - 2. Record Label Promotion and Distribution
 - a. The Marketing Plan
 - 1. SWOT
 - 2. The Concept
 - 3. The Marketing Team
 - b. Elements of the Marketing Plan
 - 1. Strategy
 - 2. Radio Promotion
 - 3. Beyond Regular Radio
 - 4. Publicity
 - 5. Advertising
 - 6. Digital Marketing
 - 7. International Promotion
 - c. Record Distribution
 - 1. Digital Distribution
 - 2. Physical Distribution
 - 3. Types of Distributors
 - 4. Retail Merchandising
 - 5. Mass Merchant Chain Stores
 - 6. Entertainment Retailers
 - 7. Cutouts and Repackaging
 - 8. National Association of Recording Merchandisers
 - 3. Market Place Research
 - a. Understanding the consumer
 - 1. The Charts
 - 2. Demographics
 - 3. Record Categorization
 - 4. Research Revolution
 - b. Data Sources
 - 1. NDP
 - 2. Nielson's Ring Scan
- D. Careers in the Music Business
 - 1. Creative Career
 - 2. Director/Producing Careers
 - a. Professional Songwriter
 - b. Lyricist
 - c. Composer of Show music
 - d. Composer of Educational Music
 - e. Composer of Classical Music
 - f. Arranger-Orchestrator
 - g. Music Director-Conductor
 - h. Record Producer
 - 3. Performing Careers
 - a. Singer
 - b. Instrumentalist
 - 4. Teaching Careers
 - a. Studio Teacher
 - b. School Music Educator
 - c. College Music Instructor
 - d. Music Therapist
 - 5. Broadcasting/Film/Video Game Careers
 - a. Radio Broadcasting
 - b. Film/TV Broadcasting
 - c. Music Video/Music Special Producer-Director
 - d. Advertising Jingle Writer
 - 6. Music Related Careers
 - a. Critique/Journalist/Editor
 - b. Music Librarian
 - c. Science and Technology
 - d. Managerial/Executive
 - e. Sales

- f. Legal Services
 - g. Visual Arts/Graphics
 - 7. Career Development
 - a. Defining Goals
 - b. Climbing the Ladder
 - c. Finding Work
- E. Business of Songwriting
 - 1. Songwriting, Publishing, Copyright, and Licensing
 - a. Professional Songwriting
 - b. Income sources
 - c. Publishing options, Evaluating Publishers, The Song Writers Guild
 - d. Breaking into the business
 - 2. Music Licensing
 - a. Music Rights, performing rights organizations
 - b. Membership options
 - c. Mechanical Licensing
 - d. Synchronization Licenses
 - e. Cable TV, Video, Transcription Licenses, Special Permits
 - f. Jukebox License, Dramatic Rights and Creative Commons
- F. Miscellaneous components of the business will include
 - 1. Management
 - 2. Motivating Employees
 - 3. Where to From Here
 - 4. Managing Artists
 - a. Agents
 - b. Managers
 - c. Attorneys
 - 5. The Managers Role
 - a. Producing the Act
 - b. Programming
 - c. Connections, advancing artist career

VI. METHODS OF INSTRUCTION:

- A. Promoting concerts, events, projects by LPC music students and campus ensembles.
- B. **Classroom Activity** -
- C. **Discussion** -
- D. **Guest Lecturers** -
- E. **Lecture** -
- F. Analysis of existing music business models
- G. **Field Trips** -
- H. **Observation and Demonstration** -
- I. **Projects** -

VII. TYPICAL ASSIGNMENTS:

- A. Read chapter on artist management and be prepared to discuss
- B. Analyze music merchandising and licensing strategies
- C. Develop and implement concert/artist promotion strategies
- D. Develop self-business plans

VIII. EVALUATION:

A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Research Projects
- 4. Papers
- 5. Group Projects
- 6. Class Participation
- 7. Class Work
- 8. Home Work

B. **Frequency**

- 1. One homework assignment per week
- 2. 1 research project
- 3. 2 papers
- 4. 1 group project
- 5. Daily class work
- 6. 2 quizzes per month
- 7. 1 midterm exam
- 8. 1 final exam
- 9. Daily class participation

IX. TYPICAL TEXTS:

- 1. King, Robert. *Music Business: The Secret To Successfully Making It In The Music Industry*. 1st ed., Amazon Digital Services, Inc., 2015.
- 2. Durden, Angela . *Navigating the New Music Business as a DIY and Indie*. 1st ed., CreateSpace Independent Publishing Platform, 2015.
- 3. Passman, Donald. *All You Need to Know About the Music Business*. 9th ed., Free Press, 2016.
- 4. Freese, Cris. *Songwriter's Market 2016*. 39th ed., Writer's Digest Books, 2015.

X. OTHER MATERIALS REQUIRED OF STUDENTS: