MUSIC BUSINESS SURVEY I: MUSI 3320-001
Fall 2013

3 Credit Hours           Day & Time: T & Th 2:00 – 3:15 PM           Room PAC-306
Instructor: Dr. Dan T. Sipes   Center for the Arts, Room 134
361-825-5659               dan.sipes@tamucc.edu
Office Hours:      MWF 1:00 – 2:00 pm
                  TR 1:00 – 2:00 pm

COURSE DESCRIPTION:
An overview of the practices and procedures of the music industry, including such topics as
career possibilities, publishing, labels, marketing, and copyrights.

An overview of career options will include performer, composer, record producer and engineer,
artist manager, booking agent, concert promoter, sales, marketing and entertainment attorney.

COURSE OBJECTIVES:
The primary objective of this course is to develop a fundamental working knowledge of the
music business.

STUDENT LEARNING OUTCOMES:

At the conclusion of the course, the student will be able to:

- Demonstrate knowledge of music business vocabulary.
- Describe career fields within the music industry including the nature of the work activities,
  job expectations, options and availability.
- Explain the legal issues involved in performing, publishing, broadcasting and recording
  music.
- Demonstrate knowledge of the business aspects of musical careers such as artist
  management, promotion, merchandising and marketing, producing, production and
  performing.

REQUIRED TEXT & MATERIALS:

ASSIGNMENTS & PROJECTS:
Weekly assignments and readings will be given as new techniques and principles are discussed
in class. Assignments will be due weekly and discussed in depth. The assignment topics will
include copyright, publishing, and performance rights; explain the business of live performance
to include artist management, unions and guilds, entertainment agencies, venues, and
concessions; identify the record industry systems from record producers, recording studios,
manufacturing production, and distribution companies; identify those aspects of music relating
to wholesale and retail merchandising and promotion of music products; summarize the use of
contracts and licenses in the music industry; and explore career opportunities in the music
industry. There will be a midterm test and a final test that cover basic terminology and
procedures in the music industry.
Two projects will be assigned.  
The first project will be to create a portfolio consisting of: 
• a resume 
• letters of recommendation 
• photo(s) 
• a biography 
• sample recordings (if applicable) 
• any documents pertinent to the field of interest 
• a PowerPoint or website presentation summary of the portfolio. 

The second project will be a research paper about a specific music business profession. The paper will consist of: 
• an interview with a professional in the field of interest 
• business concerns related to that field 
• legal concerns related to that field 
• a guide about how to find a job in that field. 

GRADING PROCEDURES & POLICIES:  
Assessment of the student's work is based on the following criteria: 
• Command and application of the material covered in the class room. 
• Command of terminology. 

GRADING SYSTEM:  
The student's final grade will be drawn from grades received for each component of the course: 

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments – 9</td>
<td>36</td>
</tr>
<tr>
<td>Portfolio Project</td>
<td>20</td>
</tr>
<tr>
<td>Research Project</td>
<td>20</td>
</tr>
<tr>
<td>Midterm</td>
<td>12</td>
</tr>
<tr>
<td>Final</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
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COURSE OUTLINE:  
This is subject to change, dependent on the needs and progress of the class. 

ATTENDANCE  
Since every class is essential, attendance is necessary for success. If you must miss class due to an illness or emergency, please call me, or leave a message on my voice mail prior to class. After 4 absences, each unexcused absence will drop your final grade 4 points. 
**** After 6 absences, your grade will be an automatic F. ****  
This is a music department policy. 

PERFECT ATTENDANCE will be rewarded with 2 points being added to your final grade. Only one absence will be rewarded with 1 point being added to your final grade. 

TARDINESS  
If you are late for class, minimize your entrance and don’t disturb your classmates. Tardiness will count as ½ an absence.
Course Schedule

- Week 1-2: Overview of the Music Business System
- Week 3-4: Music Publishing, Licensing & Copyright
- Week 5: Agents, Managers, Attorneys & Contracts
- Week 6: Unions, Guilds and Management
- Week 7: Arts Administration, Record & Concert Production
- Week 8-9: Music Sales, Retail Stores, Financial Management & Promotion of Musical Products.
- Week 10-11: Scope of the Recording Industry
- Week 12-13: Music in Radio, Television, Movies Advertising, Theater and Gaming
- Week 14: Career Options & Development
- Week 15: Project Presentations

*Notice to Students with Disabilities: Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

**ACADEMIC ADVISING: The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

*** Grade Appeal Process. As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.