MUSIC BUSINESS II: MUSI 3321-001
Spring 2014

3 Credit Hours Day & Time: Tuesday & Thursday 2:00 – 3:15 AM 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 11:00 am - Noon

COURSE DESCRIPTION:
An in depth examination of the practices and procedures of the music industry that pertain to accounting, taxes, copyright, licensing, marketing and contracts.

COURSE OBJECTIVES:
The primary objective of this course is to develop a working knowledge of the music industry and to remain in compliance with the U.S. legal system.

STUDENT LEARNING OUTCOMES:

At the conclusion of the course, the student will be able to:
- Demonstrate knowledge of tax law as it pertains to the music industry.
- Describe accounting procedures that apply to the music industry.
- Describe how music is licensed for mechanical, print, performance and synchronization usages.
- Build basic marketing campaigns for performers, recordings and products.
- Demonstrate knowledge of contracts and contract negotiations as it pertains to the music industry.

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;
- Personal and property rights, trademark, copyright and contract rights
- Music publishing, recording artist, artist-management and performance agreements
- Business entities including sole proprietorships, corporations, limited liability companies, joint ventures and non-profit corporations.
- Accounting and finance including income and cash flow statements.

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 a research assignment that addresses copyright, taxing and licensing issues that are specifically geared to the interests and needs of each student. These could include:

- Obtaining various permissions to record or perform several compositions.
- Obtaining copyrights for compositions created by the student.
- Organizing a tax structure for a music business or performing group.

The second project will be a research assignment dealing with business entities, accounting and marketing. These could include:

- Establishing an accounting system for a music business or performing group.
- Creating a marketing strategy for a music product or performing group.
- Establish a business entity for a music business or performing group.

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</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>
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<tr>
<td>Final</td>
<td>12</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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COURSE OUTLINE:
This is subject to change, dependent on the needs and progress of the class.

ATTENDANCE
Students are expected to treat this course as a job simulation; you will be expected to attend every workday (class) unless you have a very good reason or make prior arrangements.

- You will be allowed 4 “sick days.”
- If you must miss class due to an illness or emergency, please email, 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: A Legal Primer: Rights, Trademarks and Copyright
- Week 3: Defining Goals and Choosing a Business
- Week 4: Music publishing, recording artist agreements
- Week 5: Artist-management and performance agreements
- Week 6: Forms of Ownership: Sole Proprietorship, Partnership, Corporation or Non-Profit.
- Week 7: Accounting and Finance
- Week 8-9: Balance Sheets, Income Statements and Cash Flow Statements
- Week 10-11: Dispute Resolution: Arbitration and Mediation
- Week 12-13: Electronic Media Regulations
- Week 14: Current and Future Trends in the Music Industry
- 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. Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.