MUSIC BUSINESS SURVEY I: MUS 3320.I01  
NYC Semester 2015  

3 Credit Hours  
Instructor: Dr. Dan T. Sipes  
361-825-5659  
Office Hours: M-R  
Room: TBD  
TBA  
dan.sipes@tamucc.edu

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.

Activities and assignments will include trips to various music stores and businesses in Manhattan to observe operations of successful industry establishments.

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:
- A detailed description of the job.
  - Pros & cons
  - Social, Professional & Personal Concerns
- 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:

- Assignments – 9 worth 4 points each 36
- Portfolio Project 20
- Research Project 20
- Midterm 12
- Final 12
- Total 100

**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

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic(s)</th>
<th>Chapter</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Setting the Stage: Overview</td>
<td>1</td>
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<tr>
<td>1</td>
<td>Career Options, Resumes</td>
<td>28</td>
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<tr>
<td>2</td>
<td>The Digital Millennium, Recommendation Letters</td>
<td>2</td>
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<td>2</td>
<td>The Music Business System, Photos</td>
<td>3</td>
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<tr>
<td>2</td>
<td>Career Development, Biographies</td>
<td>29</td>
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<tr>
<td>3</td>
<td>Professional Songwriting, Portfolio extras</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Music Publishing, PowerPoints &amp; Websites</td>
<td>5</td>
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<tr>
<td>3</td>
<td>Agents, Managers &amp; Attorneys</td>
<td>8</td>
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<tr>
<td>4</td>
<td>Artist Management, Unions &amp; Guilds</td>
<td>9-10</td>
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<tr>
<td>4</td>
<td>Record Production, Record Labels</td>
<td>12-13</td>
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<tr>
<td>4</td>
<td>Concert Production, Arts Administration</td>
<td>16, 18</td>
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<tr>
<td>5</td>
<td>Music in Radio, Music in Television &amp; Video</td>
<td>19-20</td>
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<tr>
<td>5</td>
<td>Dramatic Scoring for Movies, TV &amp; Games: Music in Advertising</td>
<td>21-22</td>
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<tr>
<td>5</td>
<td>Music &amp; Theater, Music Products, Business Music &amp; Production Libraries</td>
<td>23-25</td>
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<tr>
<td>5</td>
<td>Presentations</td>
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Grade Appeals

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/studeninfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.