

COURSE SYLLABUS

MMP100 – Survey of the Music Industry

Tu/Th 2:00 – 3:15 pm, Arts and Communication Room 114

PROFESSOR

Dr. Robert Willey

Email: rkwilley@bsu.edu. Email is generally answered within 24 hours if sent between Monday 8:00 am and Friday 2:00 pm

Office: MI 210

Office phone: (765) 285-5537

Office hours: Monday / Wednesday 10:00 – 11:00, Monday 12:30 – 1:30,
Tuesday 11:00 – 12:00

COURSE DESCRIPTION

An examination of the historical business practices of the music industry and how it is changing in the digital age. Topics include songwriting, copyright, publishing, live performance, management, marketing, and career opportunities in the 21st century.

PREREQUISITE

None

REQUIRED MATERIALS

Geoffrey Hull, Geoffrey Hull, Thomas Hutchison, Richard Strasser, [The Music Business and Recording Industry: 3rd Edition \(Paperback\)](#) – Routledge, 2011.

[i>clicker2](#), available from campus bookstores

2 Scantron sheets. Size to be announced.

COURSE OBJECTIVES

As a result of taking this class, you should be able to:

- Identify and explain key terms in the music industry
- Determine whether a particular situation is covered by copyright or not
- Explain the different types of revenue possible from the industry's three primary income streams: publishing, recording, and performance
- Describe the opportunities to work in Indiana's music industry
- Identify your strengths and weaknesses, and make an informed choice for an occupation within the music industry that might fit you

- Begin growing a network of industry professionals related to your chosen career path

RATIONALE

This course helps students understand how the music business functions and what career options are open to them.

GRADING

There will be eighteen assignments, each worth five points. Some weeks have two assignments. In addition there will be two quizzes, each worth five points.

Semester grades will be based on a standard 100-point scale:

- 90-100 = A
- 80-89 = B
- 70-79 = C
- 60-69 = D
- <60 = F

No late work will be accepted. Plan to turn in assignments early in order to leave yourself time to deal with unexpected circumstances when they arise. No extra credit work will be assigned.

ATTENDANCE

You should attend every class meeting, however University policy allows you to miss 3 times without penalty. After three absences your grade will be lowered for each class you miss, unless it is for a University sponsored event or for a dire emergency for which you can produce official documentation such as a doctor's note on the day you return to class. Determination of what constitutes an emergency will be made by the professor. It is best to save your 3 allowed absences for emergencies.

If, for example, you had earned points for a "B" in the class but had five unexcused absences, your grade will be lowered two letters and you will receive a "D" for the semester.

We can get more done in class if everyone is ready to start at the top of the hour. If you arrive after roll has been taken you will be marked absent. You must stay for the full class period, if you leave early you may be marked absent. Let the teacher know if you have to leave early so that you don't lose attendance points.

SERVICES

Please contact the professor as soon as possible if you need course adaptations or accommodations because of a disability. Ball State's Disability Services office coordinates services for students with disabilities. Documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

The Learning Center offers free tutoring for many courses on campus, including science and humanities, modern and classical languages, math and business, help with any writing task, and study strategies such as time management, test taking, note taking, and effective textbook reading. Call 765-285-1006 or visit NQ 350 to make an appointment to meet with a tutor.

Issues may arise while you are a student. Free and confidential psychological and career services are provided through the BSU Counseling Center: 285-1736. (<http://cms.bsu.edu/campuslife/counselingcenter>).

CLASSROOM BEHAVIOR

You should come to class with a writing implement and notebook and be ready to work. Students are expected to be courteous and constructive in their comments in class and on the online discussion boards. Issues that need to be addressed such as grades, participation in class, etc. will be addressed in a meeting with the professor in his office.

All electronic items must be turned off during class. If you are observed texting or operating devices you will be marked absent for that meeting. No audio or video recordings of any kind are permitted without written permission from the professor. No hats or sunglasses, please.

COURSE OUTLINE AND SCHEDULE:

Dates and topics are subject to change. See Blackboard for details on assignments.

Week	Objectives	Activities	Assignment
1	Review syllabus. Understand how music industry fits into the entertainment industry.	Develop goals for the semester that are specific and measurable.	Read chapter 1, watch BFTMD movie
2	Understand how the recording industry fits into the music industry, and what the three	Discuss BFTMD movie	Read chapter 2

	primary income streams are.		
3	Learn how to analyze a pop song.	Lecture on songwriting	Read chapter 3
4	Learn how to copyright something, and what copyright protects for musical compositions.	Lecture on copyright	Read chapter 4
5	Learn about the copyrights of sound recordings.	Discuss Creative Commons, RIP movie	Read chapter 5. Watch RIP movie
6	Learn about roles and income sources in publishing, and how music is licensed.	Lecture	Read chapter 6
7	Learn about the jobs involved in live entertainment.	Lecture	Read chapter 7
8	Develop an understanding of the major and independent labels, and how they make a profit.	Quiz 1. Lecture	Read chapter 8
9	Learn how to a web page with hyperlinks.	Demonstration of how to make online business card	Make online business card. Interview assignment.
10	Understand A&R duties, and the process of acquiring and marketing master recordings.	Discuss DIY opportunities.	Read chapter 9. Andrew Dubber: 20 Things You Must Know About Music Online
11	Know what the phases of the recording process are, and the roles of the people involved.	Visit MMPI studio facilities.	Read chapter 10
12	Marketing: Learn about types of music products, and how their pricing is determined.	Lecture on musical genres and marketing.	Read chapter 11
13	Marketing: Cover Chapter 12, Promotion and Place	Learn how to write a press release,	Read chapter 12

		make a press kit	
14	Increase awareness of possible careers in music industry not covered by the book. Learn about music business infrastructure in Indiana.	Lecture	Add to Indiana Music Industry database.
15	Increase awareness of global music industry	Lecture. Quiz 2.	Read chapter 13

REFERENCES

Don Passman, [All You Need To Know About The Music Business](#)

Artists House [website](#)

Udemy.com course: [Band as Business, Musician as Entrepreneur](#)

REFERENCES

Don Passman, All You Need to Know About the Music Business, 8th edition.
Free Press, 2012.

Artists House Music website: <http://www.artistshousemusic.org/>