COURSE SYLLABUS
MUS 175: Intro to Music Business
Winter 2015

2 Credit Hours
Wednesday 3:45-5:45 P.M.
Room 201 Music Center
Office hours: Wednesday 2:45-3:45 P.M.
Professor Nicolas Hosford
(616) 460-7789
theoutervibe@aol.com

COURSE DESCRIPTION

This course will introduce the student to business tools and strategies for creating and managing a successful brand in the music industry. MUS 175 empowers students with an overview of the music industry and its current trends in distributing, marketing and selling music as a business. MUS 175 will not only increase the student’s understanding of common business practices in the music industry, but also prepare the student for further study in the area of music business and artist management.

COURSE OBJECTIVES

Students will gain an understand of image and branding, merchandising music, web properties, social media, developing and managing as artist as a music company.

REQUIRED TEXTBOOK AND MATERIALS

Available at GRCC bookstore, Amazon.com.

ATTENDANCE

You are expected to attend all class sessions, and I do take attendance. More than one absence may adversely affect your final grade. One absence is equivalent to missing an entire week of class! I do not differentiate between excused and unexcused absences. Please let me know in advance whenever possible if you will be absent. Also, please take the initiative to communicate with me about absences due to sickness, death in the family, music program-related activities, etc. You are completely responsible for covering missed material and assignments when you are absent with or without excuse.

I use Blackboard to communicate – please check every day for updates.

TARDINESS

All class sessions will start on time as scheduled. Late arrivals disrupt the class and may negatively affect your grade. Arriving more than five minutes late is considered to be a late arrival. Two tardies will constitute an absence. Arriving half way or later into the respective class or lab session will be considered an absence.

Use of cell phones, iPods, or any other electronic devices that disrupt the learning process or environment are prohibited in the classroom.
NOTE TAKING

The text in this course is a valuable source for information, but all course information will not be covered in the text. Some of the information that you’ll be required to know may only be covered in a lecture or demonstration, so note taking is important.

TESTS/Quizzes

There will be several tests/quizzes during the semester. They will be given during or upon the completion of each unit at the discretion of the instructor. A missed test/quiz will be graded as 0. It is the responsibility of the student to request a make-up test if you miss one. The tests will be given in room 201 and no cell phones/iPods/Mp3 players/cameras will be allowed during the tests.

PROJECTs

There will be special projects throughout the semester to allow the student to display their understanding of the concepts.

GRADING SCALE

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<th>Percentage Range</th>
<th>Grade</th>
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<tr>
<td>100 – 93%</td>
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<td>92 – 90 %</td>
<td>A-</td>
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<td>59-0%</td>
<td>E</td>
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DETERMINING YOUR GRADE

Class participation/attendance = 20%
Quizzes, projects = 40%
Tests = 25%
Final project = 15%

Academic dishonesty will not be tolerated and will result in a grade of “E” for the course.

FINAL EXAM

WEDNESDAY, April 22nd, 3:45PM
WEEKLY SCHEDULE (subject to change as needed)

January 14, 21 and 28

GET THE BOOK!!
Fundamentals
Chapters 1, 2, and 3
a. A historical overview
   i. Trends of the past
   ii. Trends of the present
b. Understanding the role of a Record Label
c. Understanding the role of an Artist Manager
d. Understanding the role of a Booking Agent
e. Understanding the role of a Tour Manager
Assembling the music company team

February 4 and 11
1. Image and Branding
   a. Defining Image
      i. Examples of Image
      ii. Defining the message presented by the Image
      iii. Defining the audience that is attracted to the Image
      iv. Defining the audience that is repelled by the Image
   b. Branding Defined
      i. Examples of great branding
      ii. Understanding what makes them special
      iii. Understanding loyalty to branding
      iv. Creating loyalty to your own brand?
   a. The relationship between Image and Branding
      i. Defining the audience
      ii. Targeting the audience
      iii. Creating a fan base
      iv. Understanding the difference between passive and active fans

February 18 and 25

Music Merchandising
a. Creating value for an artist’s music
b. Creating experiences that sell music
c. Using merchandise and memorabilia to increase profits
   i. Defining Merch
   ii. Creating Merch that reinforces the image
d. Crowd Funding
   i. How? Who? Why?
e. Using live merchandise to supplement tour income
   i. Creating Merch that sells the “experience”
      The importance of the retail store for the artist brand
March 4
Winter Break – No Class

March 11 and 18
Web Properties
a. The web site -Central hub for the Artist
   i. How to get hits
   ii. Keeping people on the site
   iii. Reoccurring visitors
b. iTunes
   i. Getting music in the store
c. CD Baby
   i. Definition
   ii. Setting up an account
   iii. Explanation of features
   iv. Explanation of distribution
   v. Receiving payments
d. Spotify and Pandora
   i. Understanding royalties
   ii. Are they the beginning or the end?
      Using royalties to the artists’ advantage

March 25 and April 1
Social Media
a. Facebook
   i. Strengths and weaknesses
b. Twitter
   i. Strengths and weaknesses
c. Youtube
   i. Strengths and weaknesses
d. Snap Chat
   i. Strengths and weaknesses
e. Instagram and Vine
   i. Strengths and weaknesses
f. Pintrest, Tumblr, and the rest
   Strengths and weaknesses

April 8
Putting it all together
a. Creating a packaged product
b. Coordinating image, branding, social media, and merchandising for success
c. Creating an environment where team members work together in a music company to
   achieve success

April 15
One on One strategy planning meetings
TBA

Exam Week: April 22
Turn in final project. Present your final project to the class.
Your exam will be presenting your final project to the class!