Syllabus – MU 4481 Survey of Music Business (W)

INSTRUCTOR: Dr. David B. Wetzel, Associate Professor of Music
Email: dwetzel@mansfield.edu
Phone/voice mail: (570) 662-4728
Office: Butler G7 (office hours TBA)
Class Meetings: Online (asynchronous – no face-to-face meetings)
Course Web site: https://mansfield.desire2learn.com
Credits: 3

COURSE DESCRIPTION
An overview of the global music industry as practiced in the United States, this course will provide insights into a number of key areas of business related to music. Students will also explore a diversity of music industry career paths in areas such as arts management, music products & merchandizing, public relations, music production & recording, publishing, and online music distribution.

This course is required for students in the Bachelor of Music degree with elective studies in business or with emphasis in technology.

OBJECTIVES
Student learning will take place in this course through the following activities:
• Research and summarize current US copyright law and the concept of music as “intellectual property” using primary sources and scholarly articles
• Present research on primary sectors of the Music Industry in the United States
• Present summaries of specific companies within the Music Industry
• Prepare online presentations on various music business topics and trends
• Write a research paper on a music industry topic
• Prepare professional materials (resume, cover letters, portfolio) for pursuing internships or employment in the music industry

STUDENT LEARNING OUTCOMES
Upon completion of this course, students should be able to:
• Describe and discuss the legal basis for music as a form of intellectual property and the copyright, licensing, and publishing structures in place in the U.S.
• Demonstrate familiarity with the concepts, organizational structures, and functions of the key areas of contemporary music business
• Conduct and present research on trends and controversies within the music industry in the U. S.
• Conduct and present basic research on industry sectors and companies
• Produce a résumé and cover letter suitable for a career in the music industry

References to Student Learning Outcomes for the BM with an Emphasis in Music Technology Program:
• Students will demonstrate broad knowledge of the music industry.

References to Student Learning Outcomes for the BM with Elective Studies in Business Program:
• Students will demonstrate a broad knowledge of the music industry
COURSE REQUIREMENTS

Required Texts

The following text is available from the campus bookstore. Readings from this book (and the related web site) are required for successful participation in this course.


Additional readings (including articles from scholarly journals and the popular press, books, online company profiles, and legal documents) will be required for your research and presentations. Supplemental reading assignments will be posted online or on library reserve.

Communication

If you email me, please use your Mansfield University email account. Keep in mind that many questions related to the course are better asked on the “General Questions” discussion board in D2L (so the rest of the class might benefit or even help you out). If necessary, call my office phone (and most likely leave a message): 570 662-4728.

Participation & Attendance

You will be expected to keep up with assignment deadlines and weekly discussion board assignments. Late assignments (submitted with permission of the instructor and within two weeks of the due date) will be subject to a reduction of one letter grade. Since this class is completely online, you don't have to show up anywhere in person. You DO have to log in to the class regularly, read the assignments, do the homework, and interact with your peers. Discussion Board participation takes place throughout each week and cannot be crammed in at the end. Commentary on written presentations by your peers depends on its timeliness to be useful.

Professionalism

Professionalism is essential for a career in the music industry. This course is a good place to develop this trait. Show up (online). Come prepared. Think critically about the issues at hand and do the extra research and brainstorming to be able to offer solutions. Present yourself well. Write clearly. Remember to thank (or credit) people for the help they have given you.

Make-up Exams

The midterm and final exams are open-book/open-note online exams. They will be available from the Assignments page, and you will complete and submit them at your own pace. You may even save your exam in progress and return to it later, so there is no need to do the exam in one sitting. Therefore, I don't expect you to need any special allowances for make up exams. If your computer has crashed, you can use a library computer, Internet cafe, friend's computer, or whatever. You will have plenty of time to finish the exam and submit it by the posted deadline.

However, there are sometimes circumstances beyond your control. Contact me ASAP if there is a REALLY GOOD REASON why you can't finish the exams on time. THERE ARE NO EXEMPTIONS FROM THE EXAMS OR COURSE HOMEWORK.

Exceptionalities

Any students with documented psychological or learning disorders or other significant medical conditions that may affect their learning should work with Mr. William Chabala in our Counseling Center (143 South Hall/ Phone: 662-4695; e-mail wchabala@mansfield.edu) to provide me with an appropriate letter so that I may serve their particular needs more effectively. If you have an exceptionality that requires class or testing accommodations, Mr. Chabala will work with us to identify and implement appropriate interventions.

Academic Integrity

From the MU course catalog:

Students are expected to do their own academic work. Dishonesty in academic work, including cheating, academic misconduct, fabrication, or plagiarism is unacceptable. Faculty are
Syllabus: MU 4481 – Survey of Music Business

expected to instruct students in ways of avoiding these forms of academic dishonesty. Faculty are also responsible for assessing and reporting all charges of academic dishonesty to the Office of the Provost. The student handbook, The Mountie Manual for upperclassmen, or The Student Planner for freshmen, outlines the procedures faculty will use to initiate disciplinary action in cases of academic dishonesty.

Faculty are responsible for informing students of course evaluation criteria, for adherence to the stated criteria, and for determining grades in a fair and equitable manner. If a student charges that a faculty member has discharged professional duties in an improper, arbitrary, discriminatory, or otherwise unjustified manner, the complaint will be considered by the procedures outlined in The Mountie Manual for upperclassmen or The Student Planner for freshmen.

Grading

Because this is a writing intensive course, the quality of your written communication will be a factor in your grade for each assignment. Likewise, proper use of citations will be a factor in assessing your work. Letter grades will be awarded generally according to the following scale:

<table>
<thead>
<tr>
<th>Letter</th>
<th>%</th>
<th>GP</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95 – 100%</td>
<td>4.0</td>
<td>Exemplary. Well-prepared, creative, insightful, and thorough; Well-written, with good use of sources (properly cited)</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 95%</td>
<td>3.7</td>
<td>Good. Demonstrates a basic understanding of the material, perhaps with minor flaws; Occasional awkward phrasing or unclear passages;</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 90%</td>
<td>3.3</td>
<td>Good. Demonstrates a basic understanding of the material, perhaps with occasional awkward phrasing or unclear passages;</td>
</tr>
<tr>
<td>B</td>
<td>84 – 87%</td>
<td>3.0</td>
<td>Good. Demonstrates a basic understanding of the material; missing elements; multiple technical errors; grammatical/spelling errors; minimal use of sources or inappropriate citations; uninspired</td>
</tr>
<tr>
<td>C</td>
<td>77 – 80%</td>
<td>2.3</td>
<td>Fair. Demonstrates a less-than-firm grasp of the material; missing elements; multiple technical errors; grammatical/spelling errors; minimal use of sources or inappropriate citations; uninspired</td>
</tr>
<tr>
<td>C+</td>
<td>74 – 77%</td>
<td>2.0</td>
<td>Good. Demonstrates a basic understanding of the material; missing elements; multiple technical errors; grammatical/spelling errors; minimal use of sources or inappropriate citations; uninspired</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 74%</td>
<td>1.7</td>
<td>Poor. Demonstrates a lack of effort or understanding of the material.</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 70%</td>
<td>1.3</td>
<td>Poor. Demonstrates a lack of effort or understanding of the material.</td>
</tr>
<tr>
<td>D</td>
<td>64 – 67%</td>
<td>1.0</td>
<td>Multiple errors, missing elements, or failure to follow assignment</td>
</tr>
<tr>
<td>D-</td>
<td>60 – 64%</td>
<td>0.7</td>
<td>Instructions</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
<td>0.0</td>
<td>Fail. Missing, incomplete, plagiarized, clueless or incoherent</td>
</tr>
</tbody>
</table>

When letter grades are entered directly in the online grade book, scores will be calculated as follows: A = 100; A- = 94; B+ = 88; B = 85; B- = 80; C+ = 78; C = 75; C- = 70; D+ = 68; D = 65; D- = 60; F = 0

Assignments:

Written communication is one of the most important skills for a career in the music industry. Your ability to write coherent proposals and summaries will be one of your most valuable assets in a career that may span multiple organizations and fields. MU 4481 Survey of Music Business is classified by Mansfield University as a writing intensive course (W). The online format of this course is designed to provide more opportunities for written communication. Therefore, written assignments will make up the bulk of the work for which you are graded. You will produce four short essays, and several presentation documents. Written exams (midterm and final) will test your knowledge on a range of basic topics through short essay questions. You will also have the opportunity to write commentaries on articles, interviews, or presentations by experts in the field through the weekly discussion board. You will interact with your peers in this course through online discussions and peer review of selected assignments. Finally, you will develop professional materials in the form of a sample résumé and cover letter for use in the music industry. Detailed instructions and criteria for each assignment will be found online via Desire2Learn (D2L).

Course assignments, group discussions, student presentations, and supplemental reading materials will be found online via Desire2Learn (D2L) and through Sage Publications’ web site (an extension of the course textbook). All assignments will be submitted online through the D2L course web site (NOT as email attachments!). Online research and resources will be a significant feature of this course. Reliable Internet access is absolutely essential for success in this course.
Assignments by category:

Career Development (15%)
1. Statement of Career Goals
2. Resume 0.1 (version 1, first draft) – grade based on submission by deadline
3. Cover letter 0.1 (first draft sample cover letter) - grade based on submission by deadline
4. Resume 1.0 (final version, suitable for submission)
5. Cover Letter 1.0 (final version, suitable for submission)

Research Presentations (15%)
1. Company Profile 1 – Recording, Broadcasting, and Record Distribution
2. Company Profile 2 – Management, Promotions, Live Music, Arts Administration
3. Company Profile 3 – Music Products

Topical Essays (25%) – Essays will require independent research and proper source citations. Please focus on a trend or controversy related to the assignment topic. Find other sources, evidence, and opinions on the same topic. These should be short (3-6 pages) focused essays that explore a single issue.
1. Research Essay 1 – Copyright
2. Research Essay 2 – Recording
3. Research Essay 3 – Live music
4. Research Essay 4 – Products

Discussion & Participation (30%)
1. Weekly Discussion Board (20%)
2. Peer evaluation (10%)
   Proofread and evaluate the following assignments by peers prior to turning them in for grading:
   1. Resume 0.1 (first draft)
   2. Cover letter 0.1 (first draft sample cover letter)
   3. Company Profile 1
   4. Company Profile 2
   5. Company Profile 3

Exams (15%) – Short essay exams on the weekly material
1. Midterm Exam
2. Final Exam
Topical Outline:

Week 1 – Overview

Part 1 – The Song: Music as “Intellectual Property”

Week 2 – Copyright

Week 3 – Licensing

Week 4 – Songwriting and Publishing

Part 2 – The Artifact: Recording and Distribution

Week 5 – Record Labels, Marketing and Promotion

Week 6 – Broadcasting, Streaming, & Distribution

Part 3 – The Singer: Managing Artists and Organizations

Week 7 – Artist Management

Week 8 – Concert Production

Week 9 – Non-Profit Arts Organizations

Part 4 – Tools of the Trade: Music Products and Promotion

Week 10 – Music Products Manufacturers (instruments, sheet music, technology)

Week 11 – Music Retail

Week 12 – Online Marketing and Distribution

Part 5 – Careers in Music: Your Place in the Industry

Week 13 – Career Options

Week 14 – Entrepreneurship

Week 15 – Internships