Introduction to the Business of Music

Susan Cohn Lackman, Ph.D., M.B.A.
Professor of Music
+86-xxxxx-xxxxxx
slackman@rollins.edu

COURSE DESCRIPTION: The music industry is global, with porous borders between countries. This course is designed to familiarize the student with the many aspects of business and technology associated with the contemporary global music industry. Topics covered will include: important historical aspects, MIDI, notation, royalties, web applications, marketing, recording techniques, and common music business structuring. Guest artists and visits to local studios will also enhance the student’s knowledge of applicable topics.

COURSE GOALS:

Upon successful completion of this course students will be able to demonstrate:

- Identification of major innovations in the history of recorded sound
- Understanding and identification of various job positions in the music industry
- Understanding and ability to figure distribution of royalties
- Understanding of the U.S. and international laws of copyright and intellectual property
- Understanding basic recording techniques and applicable hardware/software
- Comprehension of various music business models and marketing formats
- Comprehension of the process of making a recording and getting the product to the buying public
- Understanding of basic terminology of the music industry
- Identification of recent trends within the music industry
- Comprehension of the enormity and scope of the music industry
"The Music Business is a cruel and shallow money trench, a long plastic hallway where thieves and pimps run free and good men die like dogs. There's also a negative side." - Hunter S. Thompson (1937 - 2005)


For further information on things legal, check out www.nolo.com for books about copyright, et al. The books are inexpensive and in plain language but reliable.

**ASSESSMENT:** Student evaluation will be determined by quality of two class assignments, three tests, one group assignment, and a final exam (as follows):

- Three tests: 30% total (10% each)
- Producer Assignment: 5%
- Listening Journal: 5%
- Songwriter/Song assignment: 5%
- Individual Assignment: 10%
- Group Project: 20%
- Final Exam: 25%

**ATTENDANCE POLICY:** For classroom courses meeting 150 minutes a week, students may miss 150 minutes of class; *i.e.*, **two classes when the class meets twice a week**.

The Department does not distinguish between unexcused and excused absences. Students are advised to save missed classes for genuine emergency situation and notify the Professor in case of illness.
The final exam grade will drop two points for each absence beyond the allowed number.

Arriving late for a class is viewed as a disruption. Three late arrivals up to ten minutes count as one absence. Arrivals after ten minutes count as an absence.

**ACADEMIC HONESTY:**

THE ACADEMIC HONOR CODE

Membership in the student body of Rollins College carries with it an obligation, and requires a commitment, to act with honor in all things. Because academic integrity is fundamental to the pursuit of knowledge and truth and is the heart of the academic life of Rollins College, it is the responsibility of all members of the College community to practice it and to report apparent violations.

The following pledge is a binding commitment by the students of Rollins College:

The development of the virtues of Honor and Integrity are integral to a Rollins College education and to membership in the Rollins College community. Therefore, I, a student of Rollins College, pledge to show my commitment to these virtues by abstaining from any lying, cheating, or plagiarism in my academic endeavors and by behaving responsibly, respectfully and honorably in my social life and in my relationships with others.

This pledge is reinforced every time a student submits work for academic credit as his/her own. Students shall add to all papers, quizzes, tests, lab reports, etc., the following handwritten abbreviated pledge followed by their signature:

“On my honor, I have not given, nor received, nor witnessed any unauthorized assistance on this work.”

Material submitted electronically should contain the pledge; submission implies signing the pledge.

Your professor is serious about truth-telling. In fact, falsehood is the one thing she finds unforgivable. This extends to “Did you do the reading?” “Uh-huh,” when you
haven’t. This also includes sloppy research techniques and theft of intellectual property. Your second assignment:

All papers have to be thoughtfully written, in excellent English, typed neatly. Papers do not necessarily have to be lengthy, but should cover the topic clearly. Any paper that does not adequately reflect college-level work will receive no more than the grade of “D-.” Please remember to append the Honor Pledge and sign; a paper without the pledge and signature will not be accepted.

STUDENTS WITH DISABILITIES

Rollins College is committed to equal access and does not discriminate unlawfully against persons with disabilities in its policies, procedures, programs or employment processes. The College recognizes its obligations under the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 to provide an environment that does not discriminate against persons with disabilities.

If you are a person with a disability on this campus and anticipate needing any type of academic accommodations in order to participate in your classes, please make timely arrangements by disclosing this disability in writing to the Disability Services Office at (box 2613) -
Thomas P. Johnson Student Resource Center,
1000 Holt Ave., Winter Park, FL, 32789
or call 407-646-2354 for an appointment.
“Ah, music! What a beautiful art!
But what a wretched profession!” — Georges Bizet, 1838-75.

If you are absent from class, you MUST have a valid excuse to receive any make-up materials and/or tests or exams.

<table>
<thead>
<tr>
<th>COURSE SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>[NOTE: Visits from performing artists, industry professionals in China as possible to schedule to enrich class.]</td>
</tr>
<tr>
<td>Before class begins, students are responsible for reading Passman, Part I, pp. 1 - 58, and BSW, Introduction, pp. 1 - 13. Note that each class begins with a reading quiz (new vocabulary, important ideas).</td>
</tr>
</tbody>
</table>

| Week 1: General discussion; detailed examination of the history of the recording industry, including major innovators. Common terminology (e.g., MIDI, analog, et al) and occupations (producer, engineer, programmer, et al) will be analyzed. |
| Week 2: Process of making a recording. BSW: Ch. 3: Canada. Producer projects. |
| Week 3: Test #1. Class #2: Producer Project DUE. Overview of recording industry: structure, job definitions, industry trends, marketing models, major labels vs. indie labels, advances/recoupment, record deals, and royalty computations. Passman: Part II: p. 61 - 194. BSW: Ch. 7: Asia |
| Week 5: Review. Test #2. |
| Week 6: Songwriting: Passman, Part III, p. 197 - 313. A detailed examination of song writing and music publishing. Topics will include copyright concepts, publishing income, royalties, song writing deals, and various job descriptions. |
Week 7: Continue song writing, publishing, IP. Assign songwriter project.

Week 8: A detailed examination into the making of a record (CD) for mass production. Topics will include recording costs, studio use, graphic design, mixing, mastering, duplication, royalties, distribution and marketing. Songwriter project DUE. [Visit to recording studio in Shanghai?]

Week 9: Review and Test #3. Assign group projects.

Week 10: Discuss and analyze current music trends. Progress meetings pertaining to group projects.

Week 11: Group project presentations.

Week 12: REVIEW and FINAL EXAM

Note: From time to time additional instructions and assignments will be posted to the class e-mail list. You are responsible for these assignments and instructions. It is advisable that you check your Rollins e-mail at least daily.

“The music business is not.” - Van Morrison, b. 1945
At Rollins College, no professor gives a student a grade. The grade is earned. The grades on assignments and end-of-the-term evaluations are based on legitimate assessment reflecting the professor’s standard for the general student population at Rollins as well as the level of work of students across the United States and throughout the world.

**HOW DO I GET AN A?** Let's reflect on what is required, and how these activities are reflected according to Rollins' definition, as found on page 29 in the College Catalogue:

<table>
<thead>
<tr>
<th>Rollins Definitions</th>
<th>Translations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Failing</strong></td>
<td>F</td>
</tr>
<tr>
<td>The lowest passing grade. It is below the average necessary to meet graduation requirements and is not accepted for transfer by other institutions.</td>
<td>D 60-69</td>
</tr>
<tr>
<td><strong>A respectable grade.</strong> A C average (2.00) is required for graduation. It reflects consistent daily preparation and satisfactory completion of all work required.</td>
<td>C 70-79</td>
</tr>
<tr>
<td><strong>Given for work that is consistently superior and shows interest, effort, or originality.</strong></td>
<td>B 80-89</td>
</tr>
<tr>
<td><strong>Reserved for work that is exceptional in quality and shows keen insight, understanding, and initiative.</strong></td>
<td>A 90-100</td>
</tr>
</tbody>
</table>