

MUS 304 - Principles of Music Business I
8:00-9:15 TR
LPAC #1133
Fall Semester 2016
Office hours posted and by appt.
Course Format: Web Enhanced

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Course Description

A continuation of MUS 204, 304 will place emphasis on the legal aspects of the music industry.

Course Pre-Requisites/Co-Requisites

MUS 204 or permission of instructor.

Course Goals and Objectives

This course is part of the Music Business sequence and emphasizes legal issues in the music industry as well as the development of personal business acumen. The course will primarily take an entrepreneurial viewpoint and examine both commercial and non-profit music industry models. There will also be a lot of hands on experience with technology!

Required Course Materials

Ricker, Ramon. *Lessons From A Streetwise Professor: What You Won't Learn At Most Music Schools*. Sundown, 2011. <http://rayricker.com/street-wise.php>. ISBN #978-0982863909 or **ebook available through Amazon Kindle or iBooks for \$9.99**

Halloran, Mark, ed. *The Musician's Business and Legal Guide, 4th ed.* Pearson Prentice Hall, 2008. ISBN #978-0132281270

Google Drive folder entitled "**Your Name**" **Music Business Portfolio** to be shared with instructor. Obviously replace "Your Name" with your own!

Finale - Free trial download fully functional, good for 30 days, do not download this until instructed to do so!!

Laptop computer - will be used at times during class for coursework and lots outside of class

Optional

Purchase/secure a domain name for your personal website. We will be making personal websites this semester and owning a domain name of your choice is something you can use throughout your career as you continue to build your online presence.

Attendance Policy

A lot of our class time will include the process of group discovery and bouncing ideas off of each other, so attendance is very important. (Yes, I know this class meets at 8:00 am.) Roll will be taken daily and 9% of your grade will be based on attendance/participation.

Course Topical Outline

Due to circumstances beyond anyone's control, this schedule may be modified with appropriate advance notice given during class. Regular attendance will insure that you are informed as to any changes made in the semester schedule.

Date	Day	Material	Reading (do before class!)
8/16	1	Syllabus, Procedures.	
8/18	2	Who am I? Who are you?	R Chapter 1
8/23	3	SD/PB/CP #1 Due The Challenge/Entrepreneurship	R Chapter 2&3
8/25	4	Branding/Career Paths	R Chapter 4-6
8/30	5	Making Money/Saving Money	R Chapter 7&8
9/1	6	Resumé Update Due Career Stories/Street Level Tips	R Chapter 9&10
9/6	7	Catch-up	
9/8	8	Exam #1	
9/13	9	Tech Talk, discussion of tech projects/proposals, website	
9/15	10	Bios Due	
9/20	11	Finale Introduction - download the free trial today!	
9/22	12	Music as a Business	H 1-56
9/27	13	Music as a Business	
9/29	14	Tech Project Proposal Due , Protecting Your Compositions	H 57-124
10/4	15	Protecting Your Compositions	
10/6	16	FALL BREAK - NO CLASS!!!	
10/11	17	Music Publishing	H 125-198
10/13	18	CD Project Concept Due , Music Publishing	
10/18	19	Managers, Agents and Unions	H 199-270
10/20	20	Finale Project Due!! Managers, Agents and Unions	
10/25	21	Recording Issues	H 271-416
10/7	22	Recording Issues	
11/1	23	Catch-up/Tech Talk	
11/3	24	Exam #2	
11/8	25	Tech	
11/10	26	Tech	
11/15	27	Tech	
11/17	28	Tech	
11/22	29	Tech	
11/24	30	THANKSGIVING BREAK, NO CLASS	
11/29	31	Website Presentations, SD/PB/CP #2 Due	
12/1	32	Community Service Project Due, Tech Project Presentations Final Exam: Monday, December 7th - 8:00-10:00 am Final Projects Due, Portfolio Check	

Assessment/Grading Policy

The course grade will be determined by the following criteria based on a 1000 point system:

Self Definition/Personal Branding/Career Plan Project	50
Resumé Update Project	25
Program Bio - Long, Short, 200 characters	25
Web Page	150
Creative Tech Projects	300
Finale Project (100)	
Project #1 (100)	
Project #2 (100)	
Work/assist with three USA Music Department Events	75
Work/assist with a community arts organization	50
Exam 1	75
Exam 2	100
Exam 3	50
Class Attendance/Participation	90
Portfolio Check	10
Total for the semester	1000

900 or more = A

800 - 899 = B

700 - 799 = C

600 - 699 = D

599 or less = F

Exams

Three written exams will be given over the course of the semester. Test days are given in this syllabus so you can plan now to be in class that day. The tests will be on assigned reading (text/handouts/web sites) and class material. Tests will **NOT** be made up unless I am notified prior to the test date. In case of illness or emergency a doctor's excuse will be required for a make-up to be scheduled at my convenience. Any student caught cheating on any exam or assignment will receive a zero grade for that exercise. A subsequent offense will result in disciplinary action through the office of the Dean of Students.

Assignments - all will be submitted electronically into your portfolio unless otherwise indicated!!!!

Self Definition/Personal Branding/Career Plan Project (SD/PB/CP)

A well polished resumé and bio is only part of the process of defining you and your personal goals and definition of success in the business world. You have to know who you are and what you want to achieve. This assignment will be completed in two phases, one at the beginning of the semester and one toward the end which will (hopefully) reflect some additional depth and personal reflection. **Initial submission will be due on August 23. Revised final submission will be due on November 29.**

Resumé Update

One of the most important documents one can have on hand is a current resumé which reflects your most positive accomplishments to a prospective employer, sponsor or financier. It is my understanding that you had to write one of these for MUS 204. It is now time to update and polish it as time has gone by and hopefully you have a lot of good things to add! **Due on September 1.**

Bio Project

One is often asked to provide a bio for insertion into a program, website, etc. This should present you in an informative and interesting way and should be available in three lengths - full page, one paragraph and 200 characters. **Due on September 15.**

Creative Tech Projects

It is expected that music business personnel are fluent in a variety of appropriate technology. In addition to recording technology and audio editing, one often works in other areas like music publication - Finale, video editing - iMovie/Final Cut Pro, photo editing - Photoshop/iPhoto and creating things like podcasts, commercials, YouTube videos, etc.

Three projects will be required this semester. One will involve using Finale for a pre-determined 30 day window of time. Specific project details will be supplied closer to the launch of the project window. For the other two projects individual student strengths, weaknesses and interests in technology will be determined. The student will submit a proposal for the two personal Creative Tech Projects to be completed during the semester. More specific guidelines/requirements will be given out in class. **Proposal is due on September 29. Projects presented December 1, Final Versions Due in Portfolio December 5.**

Website

In this digital age, the web is the first resource for information about a person, business or product. You will create your own public personal professional website during this semester. More specific information and requirements on this project will be handed out in class but be thinking about how you want the public to see you. The site should contain a variety contain audio samples, videos, and photos as well as written material. Design is important! **Go live and public - November 29.**

Work/Assist at USA Music Department Events

In order to gain practical experience in the here and now, students will be required to work at **three** different events during the course of the semester. While working as an assistant, usher, ticket seller and/or stage manager, you will deal with the public, temperamental artists and money! The Events Coordinator, Keith Bohnet, will have a sign up sheet posted during the first week of classes where you will be able to sign up for specific events.

Duties and time requirements are as follows:

- Report at 6:30 pm
- Assist in prepping the recital hall and opening
- Assist in ticket sales
- Assist backstage for the entire concert (may be some down time here)
- Assist in breaking down stage, lighting and closing
- Done by 9:30 pm at the latest

Obviously, you cannot serve in this capacity for a concert where you are a performer. Each successful completion of the experience is worth 25 points for a total of 75. You may work additional events (2 @ 10 points each) for extra credit if desired.

If a student is unreliable in serving when they have committed to do so, they could be “fired” by the Events Coordinator and barred from working any future events. This would obviously reflect in your grade for these assignments.

Work/Assist with a Community Arts Organization Event

To gain more “hands on” experience, you will volunteer to serve a local non-profit arts organization of your choice (i.e. Mobile Symphony/Mobile Opera/Mobile Chamber Music/Mobile Pops Band/Mobile Arts Council/a community theatre company, etc.) for approximately six-eight hours behind the scenes in helping them produce an event. The specifics of this will be discussed more thoroughly in class. You will be responsible for making contact with the organization and arranging this service. You will keep a log of your time and activities which will be signed by a representative of the organization and also write up a summary of your experience and what you learned from it for appropriate credit, **due by December 1.**

Late Assignment Policy

Assignments are due on the given due date. Each class day late will incur a 10% penalty off of the total grade for the assignment until a 50% penalty is reached.

ANY REMAINING LATE MATERIALS ARE DUE AT THE FINAL EXAM PERIOD - DECEMBER 5.

Changes in Course Requirements

Not all classes progress at the same rate thus course requirements might have to be modified as circumstances dictate. You will be given written notice if the course requirements need to be changed.

Online Writing Support

The University of South Alabama provides online writing tutoring services through SMARTHINKING, an online tutoring service. SMARTHINKING is available at <http://services.smarthinking.com>.

Students with Disabilities

In accordance with the Americans with Disabilities Act, students with bona fide disabilities will be afforded reasonable accommodation. The Office of Special Student Services (OSSS) will certify a disability and advise faculty members of reasonable accommodations. If you have a specific disability that qualifies you for academic accommodations, please notify the instructor/professor and provide certification from Special Student Services. OSSS is located at 5828 Old Shell Rd at Jaguar Drive. (251-460-7212).

Student Academic Conduct Policy

- The University of South Alabama's policy regarding Student Academic Conduct Policy is found in *The Lowdown*
- The University of South Alabama is a community of scholars in which the ideals of freedom of inquiry, freedom of thought, freedom of expression, and freedom of the individual are sustained. The University is committed to supporting the exercise of any right guaranteed to individuals by the Constitution and the Code of Alabama and to educating students relative to their responsibilities.
- Student who violate these standards will fail the course.
- Students enrolled in online courses are expected to adhere to the Academic Conduct Policy. In particular, students are expected to complete their own coursework and not provide unauthorized information or materials to another student.

Academic Disruption

- The University of South Alabama's policy regarding Academic Disruption is found in *The Lowdown*, the student handbook
- Disruptive academic behavior is defined as individual or group conduct that interrupts or interferes with any educational activity or environment, infringes upon the rights and privileges of others, results in or threatens the destruction of property and/or is otherwise prejudicial to the maintenance of order in an academic environment.
- Students are expected to be cordial, courteous and respectful of faculty members and fellow students.

Course and Teacher Evaluation

Anonymous course evaluations will be administered during the semester. These evaluations are taken seriously and often result in changes in course policies.