

MUS 305 - Principles of Music Business II
9:30-10:45 TR
LPAC 1102
Spring Semester 2016
Office hours posted and by appt.

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Materials

Computer Stuff Resources to create a website in a non public space - suggested software includes Google Sites, Wix, Dreamweaver, WordPress. Other software that will create spiffy documents with pictures, words and video. And audio editing software...

Objective/Description

This course is part of the Music Business sequence and emphasizes marketing in the music industry. The course will examine both commercial and non-profit music industry models and is a continuation of MUS 304.

Prerequisites

MUS 304 or permission of instructor.

Attendance

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. Roll will be taken daily and 9% of your grade will be based on attendance and participation.

Final Drop Date

The final date to withdraw from the course is April 1st, 2016.

Changes in Schedule/Course Requirements

Due to circumstances beyond anyone's control, this syllabus and schedule may be modified with appropriate advance notice given during class. Students will be given adequate notification in writing prior to any changes in course requirements and/or expectations. Regular attendance will insure that you are informed as to any changes made in the semester schedule.

Academic Disruption Policy

- 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.

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.
- If these standards are violated in this class the professor reserves the right to request the student leave, call law enforcement, or to summon the powers of the Force to deal with the situation.
- 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.

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).

Grading Procedures

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

Radio Episode #1	100
Radio Episode #2	100
Concert Production Project	200
Artistic Entity/Business Creation Project	460
Artist/Business Concept (50)	
Business Plan (50)	
Budget and Funding Strategy (50)	
Marketing/Social Media Strategy (50)	
Logo (50)	
Print Brochure (50)	
30 second video ad (50)	
3-5 minute video promotion (50)	
Web Site (60)	
Work/assist with two USA Music Events	50
Attendance/Participation	90
Total for the semester	1000

900 or more = A

800 - 899 = B

700 - 799 = C

600 - 699 = D

599 or less = F

Assignments

Music Business Concert Production Project

In continuation from MUS 304 the class will be producing a concert this semester in the Laidlaw Performing Arts Center Recital Hall on **Thursday, March 3** at 7:30 pm. Dress rehearsal is **Wednesday, March 2**. Students in the class will be responsible for artistic concept, artist management and communications, video/multi-media aspects, publicity, web site, stage and event management, printed materials, sponsor solicitation, any financial considerations, post concert clean-up and any other related activities necessary but not listed here. Class members will collaborate on this project with possible assistance from the Music Business Student Association. Grades will be based on the success of the overall project planning and quality of individual contributions to the cause. This will be a collaborative effort from all class members. It has begun, now we need to finish it and knock it out of the park!

Artistic Entity/Business Creation Project

Although one can study theoretical concepts in business, a great deal of learning happens through experience manipulating the tools of the trade. In order to gain some of this experience in a practical way without risking your (or your employer's) money, you will gain this experience through a series of assignments designed to create a musical act/artist, business or organization and prepare it for survival in the music industry. The basic scenario for this project is as follows. More details/requirements for each segment will be presented during the semester. Component due dates listed in schedule.

Artist/Business Concept: Come up with a musical idea that excites you, profit or non-profit. Describe it and your objectives for success in as much detail as possible. (50 points)

Business Plan: What you want to do over five years and the steps it will take to get there (50 points)

Budget and Funding Strategy: This must be presented in spreadsheet format (50 points)

Marketing Plan/Social Media Strategy: How will you conquer the world? (50 points)

Logo: Create a spiffy logo for your business which will be associated with all of its print and digital material (50 points)

Print Brochure: Yes, they are still relevant, create a trifold 8.5"x11" two sided print piece that would be appropriate for procurement at a trade show (50 points)

30 Second Video Ad: Just what it says (50 points)

Three-Five Minute Video Promotion: This will pitch your business to potential investors, booking agents, etc. Think Kickstarter promo (50 points)

Web Site: Should contain all details regarding your business for both investors and customers, well integrated with your components. Web presence should be informative, appealing, easy to navigate and stand out from the rest! (60 points)

Since businesses constantly change to accommodate market variables, all of these assignments will be fluid and can be modified throughout the semester to reflect feedback and further research. They will be presented and discussed in class throughout the semester. Grades will not be assigned to any of the components until the final project due date.

Late work on any project component will be penalized 10% per class day late up to 50% total.

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 **two** 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 50. 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.

Tentative Schedule

Date	Day	Material
1/12	1	Syllabus, Procedures, Concert Production Planning, RADIO SHOW PLAYLISTS!!
1/14	2	Press Release, Sponsorship Documents, ideas
1/19	3	BCP!!!NAMM strategies!!
1/21	4	NO CLASS - NAMM!!!
1/26	5	Guest Speaker - Viviana Guzman
1/28	6	NAMM post-mortem, BCP!!!
2/2	7	BCP!!!
2/4	8	Artist/Business Concept Initial Discussion , Production work
2/9	9	NO CLASS! (Happy Mardi Gras!!!)
2/11	10	BCP!!!
2/16	11	Artist/Business Concept Presentation , BCP!!!
2/18	12	BCP!!!
2/23	13	BCP!!! Radio episode #1 due
2/25	14	BCP!!! Business Plan
3/1	15	BCP!!!
3/3	16	PRODUCTION DAY!!!!
3/8	17	Production Post-mortem
3/10	18	Budget and Funding Strategy
SPRING BREAK!!!!!!		
3/22	19	Project Discussion
3/24	20	Marketing Plan/Social Media Strategy
3/29	21	Project Discussion
3/13	22	Logo
4/5	23	Project Discussion
4/7	24	Print Brochure
4/12	25	Project Discussion
4/14	26	30 Second Video Ad Presentation
4/19	27	Project Discussion, Radio episode #2 due
4/21	28	3-5 Minute Video Presentation
4/26	29	Project Discussion
4/28	30	Web Site Presentation
Final Exam: Thursday, May 5 - 10:30 am-12:30 pm		
Final Project Due		