

THIS SYLLABUS IS SUBJECT TO CHANGE. CHANGES, IF ANY, WILL BE ANNOUNCED IN CLASS.

Course Description: A study of the structure of the music business and relationships among occupations in the industry. Topics include publishing, copyright law, artist management, the record industry, music in film and broadcasting, and career development and planning.

Office Hours: TTH by appointment and confirmed approval only.

Communication: The instructor communicates to students using the email addresses set up in the MavMail system. Students are responsible for any information sent via email. Check this email address on a regular basis. For more information, see Electronic Communication under UNIVERSITY INFORMATION below.

Attendance: At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, the following policy is enforced:

Attendance is taken every class. Each student is allowed four (4) unexcused absences without penalty. **After the fourth (4) unexcused absences, further unexcused absences affect the final grade.** I will not discuss material from previous weeks unless students show their notes taken on the material to have been read.

Excused absences require official University notification letters or signed doctor's excuse letters with their contact information. Photocopies, emailed digital photos of invoices/diagnoses, and scans are not accepted. These must be submitted to the instructor for filing.

Acknowledging your presence then leaving is regarded as an instance of academic dishonesty; it may also be counted as an absence for that day. The overall final grade is affected by unexcused absences as follows:

5 absences = Final grade minus 5 points	9 absences = Final grade minus 25 points
6 absences = Final grade minus 10 points	10 absences = Final grade minus 30 points
7 absences = Final grade minus 15 points	11 absences = Automatic F
8 absences = Final grade minus 20 points	

If you arrive after the taking of attendance or leave early, you will receive a Partial Attendance credit (Late/Leave). If it is later than 20 minutes after the beginning of the class, you may be marked absent. Three (3) Late/Leave marks equal one (1) absence!

Grading:	Attendance (see above)	(28)	OVERALL	MAY AFFECT FINAL GRADE BELOW
	Assignments	(6)	10% =	60%
	Concert Reviews	(2)	10% =	20%
	Semester Project	(1)	20% =	20%
				100%

Grading Scale: A: 89.5-100% B: 79.5-89% C: 69.5-79% D: 59.5-69% F: 0-59.4%

*No grades are dropped, and all grades are eventually entered into the Blackboard system. Blackboard might not include a "0" for missed work in the weighted average until entered. If a quiz/test was not taken, an assignment was never uploaded, or an incorrect file format was uploaded, students must account for the missing "0" and calculate accordingly.

*No make-ups are allowed for the concert reviews. Make-ups for a missed quiz or test are only allowed due to extenuating circumstances. In these cases, original official university letters, doctor's office notes, etc. are required. *Photocopies, emailed digital photos of invoices/diagnoses, or scans are not accepted.* Only one make-up test is allowed per semester.

Materials Required:

- 1) Internet Access – You may use your own computer or any UTA Library or Computer Lab to access information.
- 2) **Blackboard (elearn.uta.edu)** – This course uses the Blackboard system, which is found on the internet at the address listed. This will be used for some of the assignment submissions, including the concert reviews. It may also be used to post articles, links to articles, sample contracts, informative handouts, or other information to be examined in the course.

3) Recommended materials include library resources, which includes both digital and hard-copy materials. You may also utilize reputable online music business websites and hard copy publications, which as *Variety*, *Wired*, *Billboard*, *Rolling Stone*, and more.

Electronics: Computers may be used in class for note taking only. Phone usage is not permitted during class, except in extraordinary circumstances that should be discussed with the instructor prior to class. Other uses of computers and phones during class are disruptive. Disruptive students may be dismissed from class and marked absent (see *Attendance* above). Lectures may be audio recorded with the following conditions: 1) students must ask permission to record before doing so, 2) the recordings are for the recorder's use only, and 3) no recordings are made public in any format, as it may violate Fair Use (since we listen to/watch copyrighted materials in an educational setting).

ASSIGNMENTS

Assignments are due on the dates listed in the course schedule. Occasionally, I may put articles on reserve, on Blackboard, or email a link to an article for you to read as well.

There are two (2) concert reviews due during the semester. These will be submitted using *SafeAssign* in Blackboard. Check the page titled *Concert Review Guidelines* for details.

Semester Project: On Thursday April 26, 2018, during class time, you must hand in the following printed materials:

- A) a **current résumé**;
- B) a **C.V.**;
- C) three separate **bios** of different lengths (short,med,long). Rough drafts of bios are due **April 12, 2018** for proofreading – these must also be printed;
- D) **your own mock business materials**, which must include a unique business name, slogan, and logo design to be placed on all business cards, letterhead, etc., that you hand in; **AND**,
- E) Choose one of the options below and provide this as part of the packet/portfolio (and these **do not** have to relate to your mock business):
 - i) a sample recording session budget AND schedule, **OR**
 - ii) a hit song analysis AND original song creation. Your original song must include the important components from the hit song that helped make it a hit.

You will briefly (2 minutes max) present your project results to the class on April 26, 2018.

ADDITIONALLY, one mock business interview will be given during the last week of classes. Sign-up sheets for your specific date/time will be posted the week before our last week of classes.

No make ups for missed/late assignments except for extenuating circumstances and official paperwork (original university or doctor office letterhead). No extra credit is offered in this course.

Student Learning Outcomes: After successfully completing this course, students will be able:

- To Understand the basics of contracts, copyrights and copyright laws, trademarks, publishing, marketing (advertising and promotion), licensing, and distribution of music
- To Identify the major music groups, compare the advantages of both major and independent record labels, and create new models for the current music market
- To Distinguish between PROs, unions, and licensing agencies, knowing the roles of each
- To Create a plan for a business, budget for all necessary costs, maintain web/internet/app presence, design promotional materials, formulate marketing plan, and drive networking
- To Conduct an interview as an artist representative to negotiate a performance or contract

UNIVERSITY INFORMATION

Academic Integrity: Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University. Additional information is available at

<https://www.uta.edu/conduct/>.

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a **letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting the following:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy: The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit <http://uta.edu/eos>.

Title IX: The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

Student Support Services Available: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include [tutoring](#), [major-based learning centers](#), developmental education, [advising and mentoring](#), personal counseling, and [federally funded programs](#). For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: For semester-long courses, a period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located **at the front of the room and the back of the classroom (upper left)**. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry>.

MUSI 4323: BUSINESS OF MUSIC COURSE SCHEDULE – SPRING 2018

Assignments (in bold) are due on the dates listed below

TUESDAY

1/16: Introduction

1/23: Synthesizing Information; Concert Reviews
ASSIGNMENT #1 DUE

1/30: Staying Current

2/6: Assembling, Managing Team

2/13: Basics of Copyright Law
PROJECT NAME/LOGO DUE

2/20: Business Structures and Entrepreneurship
ASSIGNMENT #3 DUE

2/27: Managing Your Business
CONCERT REVIEW #1 DUE

3/6: Taxes

3/13: SPRING BREAK

3/20: Staying Current (Again!)

3/27: Contracts and NDAs

4/3: Categorizing Product

4/10: Marketing of Product
CONCERT REVIEW #2 DUE

4/17: Generating Revenue Streams
ASSIGNMENT #6 DUE

4/24: Live Performance Practice

5/1: **MOCK INTERVIEWS**

THURSDAY

1/18: Music Business Courses, Texts, Articles

1/25: Resumes, C.V., Internet Presence

2/1: Finding the Right Audience
PROJECT CHOICE DUE

2/8: Branding and Logos
ASSIGNMENT #2 DUE

2/15: Managing Copyrights, Fair-Use

2/22: Business Structures (con't.)

3/1: Income, Expenditures, Investment

3/8: Taxes (con't.)

3/15: SPRING BREAK

3/22: Designing, Implementing Plan
ASSIGNMENT #4 DUE

3/29: Negotiation
ROUGH DRAFTS OF BIOS DUE

4/5: Deciding Product Valuation
ASSIGNMENT #5 DUE

4/12: Marketing of Product (con't.)

4/19: Live Performance Organization

4/26: **FINAL PROJECTS DUE**

5/3: **MOCK INTERVIEWS**

MOCK INTERVIEWS: To Be Scheduled on Sign-Up Sheet
More online articles/sites may be announced as we go....

Concert Review Guidelines

All music business students must write and submit two (2) concert reviews within these guidelines.

THESE MUST BE IN .DOC, .DOCX, or .PDF FORMAT and UPLOADED VIA BLACKBOARD!

Imagine you are a critic/concert reviewer for a reputable news organization – you would write *as if it were going to be published*. Please follow this thought process when writing them for this class. You can use accepted music terminology as appropriate, but try to cater to as many different readers as possible. Offer something descriptive – imagery works! You should focus on a particularly striking piece or performance aspect in addition to covering the overall effect of the concert. You don't have to write that you liked the performance if you really didn't. Be honest! Even taking notes while at the concerts will help.

[] 1. **Attend two (2) separate music concerts DURING THIS SEMESTER and write one review of each.** One of the concerts must be a different style/genre of music than the other. It cannot be a concert of your band or something you play in; you must be a separate observer and stay for the entire concert.

[] 2. **Reviews must be of official concerts, i.e. proof must exist it took place.** Students will not receive credit for reports on concerts other than UTA recitals/shows or well-publicized shows in DFW **unless** they have received approval in advance from the instructor.

[] 3. **Include a copy of the concert program with your paper.** Please scan/photograph and insert into the report. If no printed program is available, instead include a flyer, your ticket stub, an advertisement of the show, or a printout of a website showing proof of the event being publicized. A receipt is NOT an acceptable form of proof. Have a performer sign something if necessary. PLEASE DO NOT ATTACH PRINOUTS OF SELFIES OR OTHER PHOTOS TAKEN WHILE AT THE EVENT.

[] 4. Each review must be a **minimum of 600** words long, double-spaced print. Use a 12-point font size. Type your name, MUSI 4323, and the last four digits of your Student ID number in the top right-hand corner of the first page.

[] 5. **Write in full sentences and paragraphs using proper grammar, spelling, and punctuation.** Citations and bibliographies should follow *The Chicago Manual of Style*/Turabian formatting. Showing credibility and conveying proper meaning are important traits in the industry. Therefore, proper grammar, spelling, and punctuation will be part of the grade.

In accordance with the UTA Academic Integrity policies, do your own individual work. Do not work with anyone else in any way writing your review.

IF YOU HAVE TO QUOTE SHORT PHRASES FROM SOMETHING, BE SURE TO CITE YOUR SOURCE WITH FOOTNOTES. PLAGIARISM WILL RESULT IN A GRADE OF ZERO.

1st Paper Due: **February 27, 2018 at 8AM**

2nd Paper Due: **April 10, 2018 at 8 AM**

Late papers will not be accepted!

BLACKBOARD SUBMISSION

a) After logging into Blackboard, click on our class title in the left-hand menu (2172-MUSI-4323-001-BUSINESS-MUSIC-2017-SPRING).

b) Click on Course Materials in the left-hand menu. In the new left-hand page, you will see a folder for Concert Review 1 (or Concert Review 2 if it's April). Click on it, and a new right-hand menu appears.

c) Click the appropriate new right-hand link to access the review submittal page. There is an option at the bottom of the page to upload your file; there is no need to copy-paste inline text – just upload the file. Be sure it is in an acceptable file format!

d) Select your file to upload using the "Browse for File", check the box for *SafeAssign* confirmation, and click submit.

THINGS TO AVOID IN YOUR REVIEWS

1. Plagiarism – be sure to cite your sources using footnotes; do not copy and paste from anything (text, pictures, audio) without citing. Changing only a few words and trying to pass it off as your own can still be considered plagiarism. When quoting, use quotes.

2) **Quotes are often only for something said/written.** Instead of scare/air quotes, try rewording (or use italics instead, but do this sparingly).

AVOID: *I wouldn't say they were "unprepared," but they seemed to be "off their game."*

3. Unnecessary repetition – breaks flow; padding simply to add words

AVOID: *When the soloist came out onto the stage, she collaborated with the other musicians. The harmony in the piano part collaborated with the violin and was dynamic. The collaboration was dynamically harmonic.*

AVOID using *actually, basically, literally, in my opinion, I would have to say, I have to say, I wouldn't say that they were....*

4. Technical musical analysis – too academic; lose lay reader interest

AVOID: *At the beginning of the third movement, there is a sequence in the melody that occurs regularly in the last measure of each eight-bar phrase. The appoggiaturas serve to give a feeling of delayed resolution.*

5. Overuse of slang and clichés – some can be good for humor, etc. However, avoid using it too often to avoid informality.

AVOID: *Epic fail. I mean, come on, I wouldn't say they were unskilled on their guitars when they played or anything, but when your show starts almost an hour late, why would I wanna stay even longer to listen? #ermahgerd*

6. Stock statements – elementary or vague wording. Watch for this especially in concluding paragraphs.

AVOID: *Good, bad, very, lots, a lot, really, etc.*

AVOID: *All in all, I really enjoyed the concert. I would highly recommend seeing this group. In the end, it was a good show. I will attend more of these in the future.*

7. Commonly incorrect words or phrases

Here are some commonly misspelled words or misworded phrases (incorrect ones are in *italics*):

All of a sudden	<i>All of the sudden</i>
Piqued my interest	<i>Peaked/peeked my interest</i>
Regardless	<i>Irregardless</i>
Unique	<i>More unique, Very unique</i>
For all intents and purposes	<i>For all intensive purposes</i>
Supposedly	<i>Supposeably</i>
Mistakenly	<i>Mistakingly</i>