

Fundamentals of Music Business

MUS 121 Fall 2018, 3 credits

T / Th 9:30am – 10:50am

Schaeffer 13-G

Instructor: James Gutierrez, PhD(c) **Office Hours:** By appointment

Email: gutierre@kutztown.edu (this is correct)

Office: Old Main 147-D

Course Descriptions and Objectives

This course is a general overview of the major areas of music business and the music industry. Attention is given to the theoretical foundations and practical application of current business practices in the music industry including supporting organizations and the revenue flow from music consumer to creator.

Course objectives include:

Upon completion of this course, students will:

- A. Demonstrate an understanding of music-generated revenue
- B. Identify the basic concepts of intellectual property ownership
- C. Investigate the function of record labels and the types of recording agreements/contracts
- D. Research the role of management, touring, promotion, and publicity in artist development
- E. Examine career opportunities within the music industry
- F. Outline the financial aspects of the music production, recording, and distribution process
- G. Discuss the impact of technology on business models

Required Materials

- Passman. All You Need to Know About the Music Business. 9th Ed.

Assessment

Assessment of each student's level of accomplishment with reference to the course objectives will be based upon a subset of the following:

- A. Homework based on reading assignments and lecture
- B. Online assignments
- C. Periodic quizzes and a Final exam
- E. Regular attendance and participation

American with Disabilities Act (ADA) Statement

Students with documented disability should speak to the instructor privately (preferably within the first week of classes) so that appropriate accommodations can be arranged. All discussions are confidential. If you have an injury sustained during military service including PTSD or TBI, you are also eligible for accommodations under the ADA. Contact the **Disability Services Office at 215 Stratton Administration Building, 610-683-4108** if you need further information.

Academic Dishonesty

At minimum, you will receive a “0” on the applicable graded activity. Additionally, the instructor reserves the right to invoke the sanctions set forth in the “Academic Dishonesty Policy” (as printed in The Key - <http://www2.kutztown.edu/TheKey>).

Attendance

Attendance at all class meetings is mandatory. If the student missed classes due to illness, the student must provide documentation from their doctor or Kutztown' University's Clinical Services. **No make-up assignments will be allowed without proper documentation of illness.**

Students involved with official university sanctioned events will be allowed to make up missed assignments. **However, it is the student's responsibility to notify the professor in advance and provide the appropriate documentation.** It is also the student's responsibility to find out what was missed in class from your classmates.

Late assignments will not be accepted.

I will use your Kutztown University's email address as an official means of communication with you. Please allow me reasonable time to respond to your emails (at least several hours) as I am not always in front of the computer. If you don't hear from me, do write again.

Grading Scale

100-93 A		92-90 A-	
89-87 B+	86-83 B	82-80 B-	
79-77 C+	76-73 C	72-60 D	
59 and below F			

Tests and Final Exam Scheduling

Tests and final exam will only be given on the day scheduled. There will be **no makeup** tests or exam unless you have a documented illness as indicated in the attendance policy for this course. A single lowest score will be dropped from 4 tests in the calculation of your final grade. **If you miss a test, that missed test will be the one dropped from the calculation.** Final exam score is always included in the final grade calculation. Therefore, you **should not** miss your final exam.

The final exam for this class is on Thursday 12/13/18 from 8:00 a.m. - 10:00 a.m.