



UNIVERSITY OF CENTRAL FLORIDA

MUS 4320: Music Business and Industry

Rosen College of Hospitality Management | Department of Entertainment Management

COURSE SYLLABUS

Instructor: Dr. Thomas Harrison
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Term: Summer 2018
Class Meetings: Monday, 6-9
**Office Hours: By appointment, Monday
4:30-5:30**

Course Description

Today's music industry copyright, publishing, contracts and licensing.

Course Objectives and Expectations

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

- Students will have an overview understanding of the music industry, including the functions and organizational structures of its basic component sectors, and the relationships of these sectors to each other
- Students will make connections between copyright law and the music business
- Students will make connections between the functions and organizational structures of its basic component sectors, and the relationships of these sectors to each other, and their relationship with a performing artist.
- Students will become familiar with common problems in management agreements.
- Students will understand management proposals
- Students will become familiar with operations of a recording company

Course Prerequisites

Music major, Music minor or Entertainment Management major, with a grade of a "C" (2.0) or better in MUL 2010 or MUL 2720.

Required Text

Baskerville, David. *Music Business Handbook and Career Guide*. 11^h edition. Thousand Oaks, CA: Sage, 2016.
ISBN #978-1506309538

Communication

All communication regarding this course should be maintained through Webcourses. I will disperse regular announcements and you can reach me through the Webcourses Inbox feature.

Evaluation Procedures

Grading Breakdown

10 Quizzes based on the Reading & Discussion, where the lowest two scores are dropped	54
First quiz	1
Final Presentation	12
Final Exam	33
Total 100	

Quizzes cannot be made up. You MUST be in class to take the quiz, with no exceptions. That is why the lowest two grades are dropped.

Grading Scale (percentage out of a possible 100 points)

94-100 A
90-93 A-
87-89 B+
84-86 B
80-83 B-
77-79 C+
74-76 C
70-73 C-
67-69 D+
64-66 D
60-63 D-
0 - 59 F

- Final Exam: The final exam meeting will take place on Monday, December 3, at 6 pm.

Deadlines

Quizzes cannot be made up. You MUST be in class to take the quiz, with no exceptions. That is why the lowest two grades are dropped.

Presentations must be presented on the date noted on the syllabus.

Academic Integrity

Students should familiarize themselves with UCF's Rules of Conduct at <http://osc.sdes.ucf.edu/process/roc>. According to Section 1, "Academic Misconduct," students are prohibited from engaging in

1. Unauthorized assistance: Using or attempting to use unauthorized materials, information or study aids in any academic exercise unless specifically authorized by the instructor of record. The unauthorized possession of examination or course-related material also constitutes cheating.
2. Communication to another through written, visual, electronic, or oral means: The presentation of material which has not been studied or learned, but rather was obtained through someone else's efforts and used as part of an examination, course assignment, or project.
3. Commercial Use of Academic Material: Selling of course material to another person, student, and/or uploading course material to a third-party vendor without authorization or without the express written permission of the university and the instructor. Course materials include but are not limited to class notes, Instructor's PowerPoints, course syllabi, tests, quizzes, labs, instruction sheets, homework, study guides, handouts, etc.
4. Falsifying or misrepresenting the student's own academic work.
5. Plagiarism: Using or appropriating another's work without any indication of the source, thereby attempting to convey the impression that such work is the student's own.
6. Multiple Submissions: Submitting the same academic work for credit more than once without the express written permission of the instructor.
7. Helping another violate academic behavior standards.

For more information about Academic Integrity, consult the International Center for Academic Integrity <http://academicintegrity.org>.

For more information about plagiarism and misuse of sources, see "Defining and Avoiding Plagiarism: The WPA Statement on Best Practices" <http://wpacouncil.org/node/9>.

Responses to Academic Dishonesty, Plagiarism, or Cheating

Students should also familiarize themselves with the procedures for academic misconduct in UCF's student handbook, *The Golden Rule* <http://goldenrule.sdes.ucf.edu/docs/goldenrule.pdf>. UCF faculty members have a responsibility for students' education and the value of a UCF degree, and so seek to prevent unethical behavior and when necessary respond to academic misconduct. Penalties can include a failing grade in an assignment or in the course, suspension or expulsion from the university, and/or a "Z Designation" on a student's official transcript indicating academic dishonesty, where the final grade for this course will be preceded by the letter Z. For more information about the Z Designation, see <http://goldenrule.sdes.ucf.edu/zgrade>.

Course Accessibility Statement

The University of Central Florida is committed to providing access and inclusion for all persons with disabilities. Students with disabilities who need disability-related access in this course should contact the professor as soon as possible. Students should also connect with Student Accessibility Services (SAS) <<http://sas.sdes.ucf.edu/>> (Ferrell Commons 185, sas@ucf.edu, phone 407-823-2371). Through Student Accessibility Services, a Course Accessibility Letter may be created and sent to professors, which informs faculty of potential access and accommodations that might be reasonable. Determining reasonable access and accommodations requires consideration of the course design, course learning objectives and the individual academic and course barriers experienced by the student.

Campus Safety Statement

Emergencies on campus are rare, but if one should arise during class, everyone needs to work together. Students should be aware of their surroundings and familiar with some basic safety and security concepts.

- In case of an emergency, dial 911 for assistance.
- Every UCF classroom contains an emergency procedure guide posted on a wall near the door. Students should make a note of the guide's physical location and review the online version at <http://emergency.ucf.edu/emergency_guide.html>.
- Students should know the evacuation routes from each of their classrooms and have a plan for finding safety in case of an emergency.
- If there is a medical emergency during class, students may need to access a first-aid kit or AED (Automated External Defibrillator). To learn where those are located, see <<http://www.ehs.ucf.edu/AEDLocations-UCF>> (click on link from menu on left).
- To stay informed about emergency situations, students can sign up to receive UCF text alerts by going to <<https://my.ucf.edu>> and logging in. Click on "Student Self Service" located on the left side of the screen in the toolbar, scroll down to the blue "Personal Information" heading on the Student Center screen, click on "UCF Alert", fill out the information, including e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK."
- Students with special needs related to emergency situations should speak with their instructors outside of class.
- To learn about how to manage an active-shooter situation on campus or elsewhere, consider viewing this video (<[You CAN Survive an Active Shooter](#)>).

Campus Safety Statement for Students in Online-Only Course

Though most emergency situations are primarily relevant to courses that meet in person, such incidents can also impact online students, either when they are on or near campus to participate in other courses or activities or when their course work is affected by off-campus emergencies. The following policies apply to courses in online modalities.

- To stay informed about emergency situations, students can sign up to receive UCF text alerts by going to <<https://my.ucf.edu>> and logging in. Click on "Student Self Service" located on the left side of the screen in the toolbar, scroll down to the blue "Personal Information" heading on the Student Center screen, click on "UCF Alert", fill out the information, including e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK."
- Students with special needs related to emergency situations should speak with their instructors outside of class.

Make-Up Assignments for Authorized University Events or Co-curricular Activities

Students who represent the university in an authorized event or activity (for example, student-athletes) and who are unable to meet a course deadline due to a conflict with that event must provide the instructor with documentation in advance to arrange a make-up. No penalty will be applied. For more information, see the UCF policy at <<http://policies.ucf.edu/documents/4-401.1MakeupAssignmentsForAuthorizedUniversityEventsOrCocurricularActivities.pdf>>

Religious Observances

Students must notify their instructor in advance if they intend to miss class for a religious observance. For more information, see the UCF policy at <<http://regulations.ucf.edu/chapter5/documents/5.020ReligiousObservancesFINALOct17.pdf>>.

Deployed Active Duty Military Students

Students who are deployed active duty military and/or National Guard personnel and require accommodation should contact their instructors as soon as possible after the semester begins and/or after they receive notification of deployment to make related arrangements.

Lecture schedule, open to alteration as needed.

8/20	Introduction. The Music Business System. Quiz 1 Reading: Chapters 1-3
8/27	Quiz 2 Intellectual Property Law, Music Copyright Reading: Chapter 4
9/3	Labor Day
9/10	Quiz 3 Music Publishing, Mechanical and Performance Right Licensing Reading Chapters 5-7
9/17	Quiz 4 Music for Film, Synchronization rights Reading: Chapter 21
9/24	Quiz 5 Introduction to Artist Management Reading: Chapters 8, 9 and 10
10/1	Quiz 6 Introduction to Concert Management Reading: Chapters 16-17
10/8	Quiz 7 Daily concert production activities, riders Reading: Handouts
10/15	Quiz 8 Technology for live performances Reading: Handouts
10/22	Quiz 9 Record companies, Musicians Unions, Recording Distribution Baskerville: Chapters 10, 11 and 13
10/29	Quiz 10 Record company marketing, publicity, and packaging. Non-profit Organizations. Baskerville Chapters 14 and 15
11/5	Quiz 11 Presentations: Tour Itinerary, Management/A&R field, Record Company Marketing
11/12	Labor Day
11/19	Presentations: Tour Itinerary, Management/A&R field, Record Company Marketing

11/26

**Presentations: Tour Itinerary, Management/A&R field, Record
Company Marketing**

12/3

Final exam