

Music Business and Industry MUS 4320-0001

Fall 2019

*Music Department, UCF School of Performing Arts
College of Arts and Humanities.*
3 credit hours

Instructor:	Per Danielsson
Location:	CB1 – Room 0120
Meeting Times:	MWF 8:30 - 9:20
Phone:	(407) 823-0064
E-Mail:	perdanielsson@ucf.edu
Office:	PAC-M107
Office Hours:	TBA

Prerequisite: Music major, Music minor or Entertainment Management major, with a grade of 2.0) or better in [MUL 2010](#) or [MUL 2720](#). Corequisite(s): None. Prerequisite(s) or Corequisite(s): None.

Description

A comprehensive study of various aspects of today's music business and industry including, the recording industry, contracts, royalties, licenses, composing and career opportunities.

Objective:

The students should by the end of the semester be able to:

1. Understand the historical foundation of the music business and 20th century recording.
2. Understand technical terms regarding recording and the related digital environment.
3. Gain knowledge of different occupations within the music industry.
4. Understand income flow as well be able to compute royalties and other financial agreements.
5. Understand related legal issues regarding recordings, ownership and licensing of music.
6. Knowledge of performing rights organizations.

Grading:

Exam 1	20%	9/20/2019
Exam 2	20%	10/18/2019
Exam 3	20%	11/15/2019
Exam 4 (Final)	20%	12/11/2019 7am-9:50am
Attend 2 Concerts	5%	One on campus and preferably one outside.
Class Assignments	15%	

Grading scale:

A	92-100	C+	78-79	D-	60-61
A-	90-91	C	72-77	F	59 and below
B+	88-89	C-	70-71		
B	82-87	D+	68-69		
B-	80-81	D	62-67		

Grade dissemination:

To comply with the [Family Educational Rights and Privacy Act \(FERPA\)](#), grades must not be released to third parties, which includes posting grades by name, SSN, or UCFID.

Grades will be documented in Webcourses.

Attendance:

Attendance is required. Unless you have an excused absence such as illness documented by a doctor's note, religious observances or deployed active duty military service, no make-up tests or extra credit are allowed.

Quiz questions are selected from the textbook, videos and class lecture material.

In-class quizzes will be administered randomly and will count towards the assignment grades

Assignments:

Assignments must be turned in on time in order to receive a grade. Deadlines will be published during the semester.

Required text:

Music Business Handbook and Career Guide, David Baskerville/Tim Baskerville, 12th Edition, published by Sage Publications.

ISBN Print Version: 9781544341200, 1544341202

ISBN eText: 9781544341194, 1544341199

Bookmark the following websites for current music business news:

<https://www.digitalmusicnews.com/>

<http://www.billboard.com/>

<https://www.ascap.com/news-events>

<https://www.bmi.com/news>

Important:

All faculty members are required to document students' academic activity at the beginning of each course. In order to document that you began this course, please complete the following academic activity by the end of the first week of classes.

Please write a paragraph stating that you have read the syllabus and are aware of the grading criteria and class schedule.

Submit this assignment via Webcourses no later than Friday, August 30, 2019.

Failure to submit the assignment will result in a delay of disbursement of your financial aid.

Classroom Procedures

Each week has assigned readings, which should be completed before the class. Laptop computers and tablets are allowed during lectures, but has to be closed when listening to music or watching videos.

- *Absolutely no text messaging or other phone activity during class.*
- *No picture taking of class material during lectures without the instructor's permission.*
- *No posting of class material on social media or Youtube.*
- *Failure to follow these rules will result in dismissal from the course.*

Review the *Office of Student Conduct* website. <http://osc.sdes.ucf.edu/>

Course Schedule

(Subject to change)

Week 1 8/26	Introduction Overture Starting Your Own Business	Foreword/Preface Chapter 1 Chapter 27
----------------	--	---

Week 2 9/2	Career Options Labor Day on 9/2	Chapter 28
---------------	------------------------------------	------------

Week 3 9/9	The Music Business System	Chapter 2
---------------	---------------------------	-----------

Week 4 9/16	Music Copyright	Chapter 3
----------------	-----------------	-----------

Quiz 1: 9/20/2019

Week 5	Music Publishing	Chapter 5
--------	------------------	-----------

Week 6 9/30	Professional Songwriting Start Music Licensing	Chapter 4 Chapter 6
----------------	---	------------------------

Week 7 10/7	Start Music Licensing	Chapter 6
----------------	-----------------------	-----------

Week 8 10/14	Music Licensing	Chapter 6
-----------------	-----------------	-----------

Quiz 2: 10/18/2019

Week 9 10/21	Agents, Managers and Attorneys Artist Management	Chapter 7 Chapter 8
-----------------	---	------------------------

Week 10 10/28	Unions and Guilds Record Labels	Chapter 9 Chapter 10
------------------	------------------------------------	-------------------------

Week 11 11/4	Artists' Recording Contracts Record Production	Chapter 11 Chapter 12
-----------------	---	--------------------------

Week 12 11/11	Label Marketing and Distribution Music Streaming	Chapter 13 Chapter 14
------------------	---	--------------------------

Quiz 3: 11/15/2019

Week 13 11/18	Concert Production Concert Venues	Chapter 16 Chapter 17
Week 14 11/25	Arts Administration Music in Radio Thanksgiving	Chapter 18 Chapter 19
Week 15 12/2	Music in Television and Video Music in Advertising	Chapter 20 Chapter 22

**Final Exam (Quiz 4 Cumulative): 12/11/2019
7am-9:50am**

Football Game: 8/29/2019 Classes end at 2pm

Holidays: Labor Day 9/2/2019
Veterans Day 11/10/2019
Thanksgiving 11/28-29/2019
Classes end 12/2/2019

**Fall 2019
Jazz Ensembles Concert Schedule**

Friday September 27 th	FLYING HORSE BIG BAND COM 101, 8PM. \$20, \$5 for students, FREE for UCF students.
Saturday September 28 th	TENT Jazz Workshop at the New Smyrna Beach Jazz Festival. 2-5 pm UCF FLYING HORSE BIG BAND at the Sanford Jazz Festival. 6 7PM, 8 PM.
Tuesday October 1 st	Jazz Chamber Groups Concert I. 8PM, Rehearsal Hall. FREE!
Sunday October 6 th	Concert Band and Jazz Ensemble II Joint Concert. 7PM, VAB Auditorium.
Saturday October 12 th	FHBB at the Winter Park Autumn Arts Festival 2-3PM
Tuesday October 15 th	Jazz Chamber Groups Concert II. 8PM, Rehearsal Hall. FREE!
Tuesday November 12 th	Jazz Chamber Groups Concert III. 8PM, Rehearsal Hall. FREE!
Tuesday November 19 th	Jazz Ensemble II. 8PM, Rehearsal Hall. FREE!
Friday November 22 nd	FLYING HORSE BIG BAND COM 101, 8PM. \$20, \$5 for students, FREE for UCF students.
Tuesday November 26 th	Jazz Chamber Groups Concert IV. 8PM, Rehearsal Hall. FREE!

Additional Websites

1. Hypebot

[Hypebot](#) posts daily content for indie musicians and record labels, including blogs about the music business, news and technology. Their posts are usually in-depth and well worth reading, but great tips can often be found in the comments section of their posts too, so remember to scroll down and you might find something interesting.

2. Music Business Worldwide

Although it's not necessarily a blog, [Music Business Worldwide](#) offers comprehensive news, insight and analysis from across the global music industry. It's also well worth subscribing to their newsletter if you want the very latest music industry news delivered straight to your inbox.

3. Ditto Music Blog

At [Ditto Music](#), we're passionate about supporting independent music however and whenever possible. Our blog is regularly updated with useful tips and advice for musicians of all levels, to help them to create sustainable music careers, focusing on marketing, promotion, technology, opportunities and much more.

4. The Unsigned Guide

[The Unsigned Guide](#) is filled with useful info and articles for up-and-coming bands and artists. The site's free-to-read blogs are filled with lots of great tips and opportunities, but you can also subscribe to view their wide-ranging directory and access the contact details of thousands of industry bods and companies, from labels and studios, to managers, publishers and more.

5. Pitchfork

[Pitchfork](#) is one of the world's most popular independent music blogs, updated every day with reviews, features, videos and events. More of a news than an advice blog, Pitchfork is the place to go to find out the latest happenings from across the world of indie music.

6. CMU Insights

The [CMU Insights](#) blog is filled with expert articles on all facets of the music industry, offering a fantastic resource for up-and-coming musicians. If you'd like an even more in-depth understanding of music industry subjects, CMU also runs a number of seminars, conferences and masterclasses throughout the year.

7. Bob Baker's The Buzz Factor

The Buzz Factor is a fascinating music industry blog from musician, author and ex-music mag editor Bob Baker, providing music marketing advice for musicians, songwriters and bands. Bob's blog helps musicians learn ways to get exposure and connect with their audience and features articles, videos, courses, podcasts and more.

8. Ledger Note

Ledger Note is an excellent resource for all types of musicians, with plenty of detailed articles to get stuck into. Topics range from recording, mixing and mastering techniques, to music theory, beat production and gear reviews, helping artists of all skill levels enhance their performance and productions abilities.

Academic Integrity

The Center for Academic Integrity (CAI) defines academic integrity as a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behavior that enable academic communities to translate ideals into action.

<http://www.academicintegrity.org/icai/assets/FVProject.pdf>

UCF Creed: Integrity, scholarship, community, creativity, and excellence are the core values that guide our conduct, performance, and decisions.

1. Integrity: I will practice and defend academic and personal honesty.
2. Scholarship: I will cherish and honor learning as a fundamental purpose of my membership in the UCF community.
3. Community: I will promote an open and supportive campus environment by respecting the rights and contributions of every individual.
4. Creativity: I will use my talents to enrich the human experience.
5. Excellence: I will strive toward the highest standards of performance in any endeavor I undertake.

The following definitions of plagiarism and misuse of sources comes from the Council of Writing Program Administrators <<http://wpacouncil.org/node/9>> and has been adopted by UCF's Department of Writing & Rhetoric.

Plagiarism

In an instructional setting, plagiarism occurs when a writer deliberately uses someone else's language, ideas, or other original (not common-knowledge) material without acknowledging its source. This definition applies to texts published in print or on-line, to manuscripts, and to the work of other student writers.

Misuse of Sources

A student who attempts (even if clumsily) to identify and credit his or her source, but who misuses a specific citation format or incorrectly uses quotation marks or other forms of identifying material taken from other sources, has not plagiarized. Instead, such a student should be considered to have failed to cite and document sources appropriately.

Responses to Academic Dishonesty, Plagiarism, or Cheating

UCF faculty members have a responsibility for your education and the value of a UCF degree, and so seek to prevent unethical behavior and when necessary respond to infringements of academic integrity. 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>. For more information about UCF's Rules of Conduct, see <http://www.osc.sdes.ucf.edu/>.

Unauthorized Use of Class Materials

There are many fraudulent websites claiming to offer study aids to students but are actually cheat sites. They encourage students to upload course materials, such as test questions, individual assignments, and examples of graded material. Such materials are the intellectual property of instructors, the university, or publishers and may not be distributed without prior authorization. Students who engage in such activity are in violation of academic conduct standards and may face penalties.

Unauthorized Use of Class Notes

Faculty have reported errors in class notes being sold by third parties, and the errors may be contributing to higher failure rates in some classes. The following is a statement appropriate for distribution to your classes or for inclusion on your syllabus:

Third parties may be selling class notes from this class without my authorization. Please be aware that such class materials may contain errors, which could affect your performance or grade. Use these materials at your own risk.

In-Class Recording Policy

Outside of the notetaking and recording services offered by Student Accessibility Services, the creation of an audio or video recording of all or part of a class for personal use is allowed *only* with the advance and explicit written consent of the instructor. Such recordings are only acceptable in the context of personal, private studying and notetaking and are not authorized to be shared with *anyone* without the separate written approval of the instructor.

Course Accessibility Statement

The University of Central Florida is committed to providing access and inclusion for all persons with disabilities. This syllabus is available in alternate formats upon request. Students with disabilities who need specific access in this course, such as accommodations, should contact the professor as soon as possible to discuss various access options. Students should also connect with [Student Accessibility Services](#) (Ferrell Commons, 7F, Room 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.

Campus Safety Statement

Emergencies on campus are rare, but if one should arise in our class, we will all need to work together. Everyone should be aware of the 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. Please make a note of the guide's physical location and consider reviewing the online version at http://emergency.ucf.edu/emergency_guide.html.
- Familiarize yourself with evacuation routes from each of your classrooms and have a plan for finding safety in case of an emergency. (Insert class-specific details if appropriate)
- If there is a medical emergency during class, we may need to access a first aid kit or AED (Automated External Defibrillator). To learn where those items are located in this building, see <http://www.ehs.ucf.edu/AEDlocations-UCF> (click on link from menu on left). (insert class specific information if appropriate)
- To stay informed about emergency situations, sign up to receive UCF text alerts by going to my.ucf.edu and logging in. Click on "Student Self Service" located on the left side of the screen in the tool bar, scroll down to the blue "Personal Information" heading on your Student Center screen, click on "UCF Alert", fill out the information, including your e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK."
- If you have a special need related to emergency situations, please speak with me during office hours.
- Consider viewing this video (<https://youtu.be/NIKYajEx4pk>) about how to manage an active shooter situation on campus or elsewhere.

Religious Observances

Students must notify the instructor during the first week of classes if they intend to miss class for a religious observance.

Deployed Active Duty Military Students

If you are a deployed active duty military student and feel that you may need a special accommodation due to that unique status, please contact your instructor to discuss your circumstances.