

INDEPENDENCE COMMUNITY COLLEGE
Introduction to Music & Entertainment Business I Syllabus

I. GENERAL COURSE INFORMATION

Instructor Name: Jim Halsey

Course Number: 1 of 2

Course Title: Introduction to the Music and Entertainment Business I

Semester:

Credit Hours:

Prerequisite/co requisite:

Division and Discipline:

Course Description: This course is an overview of the Music and Entertainment Business, examining the relationships between the various members of a talent's team and extended team members, with emphasis on Sales and Marketing. Also an introduction to the "Power of Performance", what it is, how to use it, and how one can access it.

II. COURSE AS VIEWED IN THE TOTAL CURRICULUM: This course serves as an introduction to more advanced and in-depth concepts of the Music and Entertainment Business. It introduces the student to the various terms and positions of employment within the industry. It will also examine the duties each individual is responsible for and what opportunities those individuals can experience. The student should have at least some knowledge of the industry in terms of its diversity. This is a media program course.

III. TEXTBOOK AND OTHER REQUIRED MATERIALS: How to Make It in the Music Business, by Jim Halsey

IV. REFERENCES: Hands-on assignments that reference the Oak Ridge Boys as an ongoing and thriving enterprise.

V. INSTRUCTOR EXPECTATIONS AND CLASSROOM POLICY: Instructor expects students to focus on the information presented and be able to define, discuss, inquire of and explore the terms and roles of the music industry. Instructor expects student answers to be their own; this industry rewards originality and brutally marginalizes the plagiarist. Plagiarism is against stated institutional policy and could lead to ICC disciplinary action and/or dismissal from the college; the consequences within the music industry are far more severe. Students who excel at completing assignments and developing original thought as it pertains to the creative process of the music industry not only receive rewards in the classroom, such as good grades, but will find themselves better prepared for success in the industry as a whole. Student is expected to meet ICC academic honesty policy as stated in the ICC Student Handbook.

REQUIREMENTS: Attendance policies outlined by the school at www.indy.cc.ks.us/academics/academicstandards.htm are to be observed. Since this course is designed and paced for preparation to achieve results in the music industry, those results are directly correlated to the students ability to attend and institute the information disseminated in this class. Student is expected to observe online attendance policy within the school's attendance policy as published in the policy manual.

VII. OBJECTIVES: Student will learn about the different roles of professionals within the music and entertainment industry and how to work effectively with each.

V III. COMPETENCIES:

Student should be able to identify and define 'team method' members and terms of the music and marketing business.

Student should be able to identify the Sources of Income of the Music and Entertainment Business and identify how each of those sources actually generates or collects that income.

Student will learn the essential elements of “The Power of Performance”, a strategy for exercising their own and their team members’ Talent, Training, Personality, Attitude, Enthusiasm, Desire, Persistence, Self-Confidence, Recognizing Opportunities, Commitment.

Student should learn to Set Purposeful Goals, Identify Success and Establish a Plan for Reaching Goals.

Student will learn how Talent is discovered and developed within the “Team Method”. Further discussion on extended team member roles and expectations.

Student will learn the duties and expectations of the Manager and their role in the development and success of the Talent.

The student will learn the intricacies of the changing role of the Record Companies and how they fit into to “Team” structure.

Student will learn the role and expectations of the Record Producer within the parameters of the “Team”.

Student will learn the role and expectations of the “Music Attorney”.

Student will learn the definitions and intricacies of the “Record Deal”.

Student will learn the role and responsibilities of the “Booking Agent”.

Student will learn the definition and importance of “Press and PR” within the team.

Student will learn the role and expectations of the “Music Publisher”.

Student will learn the process, role and importance of Copyright Protection.

Student will become familiar with the basics of Songwriting and its role in the continuing growth of the music industry.

V III. Core Competencies: Introduction to the Music and Entertainment Business I is designed and structured to meet and exceed the learning outcomes and competencies specified by the Kansas Core Competency Project for this course.

IX. CORE ABILITIES: The student should be able to define, discuss and understand the concepts, terms and job descriptions of the music industry. Student should also understand the structure of the music industry and the processes various participants of the industry use to fulfill the expectations of their jobs. Student should be able to use internet and other resources to complete assignments. Should have communication skills to complete assignments and be comfortable with use of ICC Blackboard.

IX. METHOD OF INSTRUCTION: Online courses and assignments will be delivered via Blackboard on the ICC.com website. Course will include reading assignments, projects and quizzes.

X. METHODS OF EVALUATION: 40% of grade will be based on activities, 40% on Research and Reporting, 20% on tests.

XI. COURSE OUTLINE:

Identify and define ‘team method’ members and terms of the music and marketing business: Talent, Artist Manager, Record Company, Record Producer, Specialized Music/Entertainment Attorney, Booking Agent, Press and Public Relations, Music Publisher and Promoter; Extended "team" members: Radio, Television, Tour Support, Sound and Lights, Choreographer, Set Designer, Costumes, Video, Accountants, Business Managers; Terms: "Call to Action," "Up Sell", "Power Booster", "Impact Enhancers", "Repetitious Impressions,".

Identify the Sources of Income of the Music and Entertainment Business and identify how each of those sources actually generates or collects that income: Personal Appearances, Recording (audio, audio visual), Songwriting, Commercials, Endorsements, Corporate Sponsorship, Merchandising, Literary (books, scripts, etc.), Music Publishing, Musical Instruments, Manufacturing, and Retail, Retail Record Business, Broadcasting.

Learn the essential elements of “The Power of Performance”, a strategy for exercising their own and their team members’ Talent, Training, Personality, Attitude, Enthusiasm, Desire, Persistence, Self-Confidence, Recognizing Opportunities, Commitment.

Setting Purposeful Goals, Identifying Success and Establishing a Plan for Reaching Goals with exercises in setting an agenda, developing a cohesive plan and achieving goals.

How Talent is discovered and developed within the “Team Method”, with further discussion on extended team member roles and expectations.

Duties and expectations of the Manager and their role in the development and success of the Talent, including topics “Job Description”, Where managers find talent, Where talent finds the manager, Designing the plan, Finding the other team members, The Creative Process, Building the artist's organization, Providing the motivation, The Manager's "Power of Performance.”

The changing role of the Record Companies and how they fit into to “Team” structure, including the Rise of the Independent Artist, Independent Labels, and the changing marketplace.

The role and expectations of the Record Producer within the parameters of the “Team”.

The role and expectations of the “Music Attorney”.

Definitions and intricacies of the “Record Deal”.

The “Booking Agent”.

“Press and PR”

The “Music Publisher”.

Copyright Protection.

The basics of Songwriting and its role in the continuing growth of the music industry.

XII. NEXT COURSE IN SEQUENCE: Introduction to Music and Entertainment Business II

XIII. Special Situations-

All students seeking assistance with academic programs because of documented disabilities should contact the appropriate contact person listed below:

Instructional Needs

Title IX Coordinator: Dr. Paula Davis, Dean of Instruction
AC 117, Academic Building
620-331-4100 Ext. 5418
Pdavis@indycc.edu

Facility/Technical Needs

ADA Coordinator: Greg Eytcheson, Chief Info. & Facility Officer
Cessna Building
620-331-4100 Ext. 5444
Grege@indycc.edu

XIV. COURSE PREPARATION AND APPROVAL

Date Prepared: Date revised or prepared for approval.

Prepared By: Person preparing the syllabus for revision or approval.

Date Approved: Dates course approved by Academic Council and Dean of Instruction.