

## SPEA A336 Music Industry II Spring 2017

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Office Hours: M/W 10-12 or by appointment

### **Materials:**

Stephen Witt. *How Music Got Free*. Penguin Random House, 2015.  
Donald Passman. *All You Need to Know About the Music Business*. Free Press, 2012, 8<sup>th</sup> Edition.  
Additional readings attached to the Oncourse assignments.

### **Description:**

The purpose of this class is to focus on career options in the Music Industry. Building on knowledge about the history and issues of the popular music business, the student will explore different career paths and create a plan for personal goals and development.

### **Objectives:**

The student will

- understand current issues and tendencies in the Music Industry, especially critical changes since 2000 due to electronic distribution
- explore a variety of career paths in the Music Industry
- interact with music business professionals from the region
- prepare skills and materials for job applications, i.e. resume, press packs, cover letters, career portfolio
- complete a 20 hour minimum music business practicum in the community
- explore opportunities for individual entrepreneurship in the Arts

### **Grading:**

Case Study Responses	25	
Quizzes (2, unannounced)	10	
Midterm Exam	10	
Book Report	10	
Action Plan/ Mission	5	
Career Portfolio	10	
Practicum	20	(Contract 5, Report 10, Evaluation 5)
Final Exam	10	
TOTAL	100	

### Grading Scale:

A+ 97	A 93	A- 90
B+ 87	B 83	B- 80
C+ 77	C 73	C- 70
D+ 67	D 63	D- 60
F 59 and below		

**Note: No late assignments accepted - refrain from using computers and other electronics in the classroom beyond following class materials**

Date	Topics
Jan 9/11	Current issues, personal assessment, definition of goals, talent trait analysis <i>Chapter 3 and 12 from Field, Shelly. Career Coach - Managing Your Career in the Music Industry. Checkmark Books, New York, NY: 2008</i> <b>Complete a Mission Statement and Action Plan including one long-range and 2 short-range goals and a list of at least 5 actions with timeline as well as your talent/ personality trait/ skills worksheets (see instructions on Canvas) by Jan 18</b>
Jan 18/23	The Artist Career <i>Harvard Case Study: Bono and U2</i> Cann, Simon. Chapter 3 and 12 from <i>Building a Successful 21<sup>st</sup> Century Music Career</i> . Cengage Learning: 2007 Spellman, Peter. <i>Musician 2.0... Developing Music Careers in Uncertain Times</i> <b>Submit answers to the U2 case study and readings by class time on Canvas</b>
Jan 25	Jenn Christy
Jan 30	Creating a product: Studios, Producers, Engineers <i>Passman, Donald. All You Need to Know About the Music Industry – Chapter 11</i> Farinella, John David. Who They Are/ The Evolution of Today's Producers from <i>Producing Hit Records. Secrets from the Studio</i> . Schirmer: 2006. <i>The Music Man – NY Times</i>
Feb 1	Fame and Fortune
Feb 6	Kathy Cook – Secretly Canadian <a href="http://www.secretlycanadian.com/index.php">http://www.secretlycanadian.com/index.php</a>
Feb 8	Record Labels, new music distribution models – Harvard Case Study: Naxos <i>Passman, Donald. All You Need to Know About the Music Industry – Chapter 13, 14</i> <i>Chapter 1-3 from Weissman, Dick. Understanding the Music Business. Prentice Hall: 2010</i> <b>Submit answers to the Naxos case study and readings by Feb 8 class time on Canvas</b>

- Feb 13 Concert Promotions  
 Harvard Case Study: Lady Gaga  
 Baskerville, David and Tim. Chapter 12 Concert Production from *Music Business Handbook and Career Guide*. 9<sup>th</sup> Edition. Sage Publications: 2010.  
 Huba, Jackie. Introduction from *Monster Loyalty. How lady Gaga Turns Followers into Fanatics*. Penguin: 2013  
 Passman, Donald. *All You Need to Know About the Music Industry* – Chapter 23, 24  
**Submit answers to the Lady Gaga case study and readings by class time on Canvas**
- Feb 15 Concert Promotions continued – Josh Johnson  
 Feb 20 The Sessions – ALSO please join the reception and jam session with this international group of artists and music industry professionals, **Sunday, Feb 19, 3pm @ Player’s Pub – free!** [www.thesessions.org](http://www.thesessions.org)  
**Internship Contract Due**
- Feb 22 The Team: Manager, Booking Agent, Lawyer, Publicist  
 Case Study: When the Long-time Star Fades  
 Hyatt, Ariel. *A Musician’s Guide to Choosing the Perfect Publicist*. [www.arielpublicity.com](http://www.arielpublicity.com)  
 Passman, Donald. *All You Need to Know About the Music Industry* – Chapter 2-6  
**Submit answers to the When the Long-time Star Fades case study and readings by class time on Canvas**
- Feb 27 Rockpaperscissors – Music Publicity, Tristra Yeager  
**Internship Contract due**
- Mar 1 Publishing, Music Libraries  
 Passman, Donald. *All You Need to Know About the Music Industry* – Chapter 16 – 19, 31 – 33  
 Baskerville, David and Tim. Music Publishing from *Music Business Handbook and Career Guide*. 9<sup>th</sup> Edition. Sage Publications: 2010.  
[http://www.wired.com/culture/culturereviews/magazine/17-03/st\\_essay](http://www.wired.com/culture/culturereviews/magazine/17-03/st_essay)
- Mar 6/8 Music Retail and More  
<http://meetinnovators.com/2010/01/14/derek-sivers-from-cd-baby/>  
 Baskerville, David and Tim. The Changing Face of Music Retail from *Music Business Handbook and Career Guide*. 9<sup>th</sup> Edition. Sage Publications: 2010.  
 Harvard Case Study: National Guitar Summer Workshop  
**Submit answers to the National Guitar Summer Workshop case study and readings by class time on Canvas**
- March 20 – April 3 Internship Experiences
- Mar 29 **Online Midterm Exam due on Canvas**
- Ap 5 The Economics of Free  
**How Music Got Free Book Report due, guidelines and submissions on Canvas**  
 Stephen Witt. *How Music Got Free*. Penguin Random House, 2015.

Ap 17/19

Internship reflections, present in class

**Practicum Report due on Canvas, get an evaluation form to your practicum supervisor from Canvas and ask them to get it back to me no later than May 1.**

Ap 26

**Career Portfolios Due Online**

SPEA faculty do not tolerate cheating, plagiarism, or any other form of academic dishonesty. If you have not done so, you should read the IUB Code of Student Rights, Responsibilities, and Conduct, which can be accessed at <http://dsa.indiana.edu/Code/> so you will be sure to understand what these terms mean and what penalties can be issued for academic dishonesty. Academic dishonesty can result in a grade of F for the class (an F for academic dishonesty cannot be removed from the transcript). Significant violations of the Code can result in expulsion from the University.

Plagiarism is using another person's words, ideas, artistic creations, or other intellectual property without giving proper credit. According to the Code of Student Rights, Responsibilities, and Conduct, a student must give credit to the work of another person when he does any of the following:

- a. Quotes another person's actual words, either oral or written;
- b. Paraphrases another person's words, either oral or written;
- c. Uses another person's idea, opinion, or theory; or
- d. Borrows facts, statistics, or other illustrative material, unless the information is common knowledge.

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