SPEA A336 Music Industry II
Spring 2012

Instructor: Dr. Monika Herzig
Office: SPEA 433
Office Phone: 855-4700
E-mail: mherzig@indiana.edu
Office Hours: M/W 11am – 12.30pm or by appointment

Materials:
Donald Passman. All You Need to Know About the Music Business. Free Press, 2009.
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 15 - 20 hour music business practicum in the community
- explore opportunities for individual entrepreneurship in the Arts

Grading:
Reading Responses 20
Midterm Exam 15
Book Report 10
Resume/Press Pack 10
Action Plan 5
Mission Statement 5
Career Book 10
Practicum 15 (Contract 5, Report 5, Evaluation 5)
Attendance 10 (deducted after 3 absences)
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:** Oncourse won’t accept late assignments and refrain from using computers and other electronics in the classroom.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>Jan 9, 11</td>
<td>Current issues, personal assessment, definition of goals</td>
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<tr>
<td></td>
<td><em>Field, Chapter 3, 12, Plan for Success in the Music Industry</em></td>
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<tr>
<td>Jan 18</td>
<td>Guest: Caroline Dowd-Higgins, Career Counselor</td>
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<td></td>
<td>Complete an Action Plan including long-range and short-range goals</td>
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<td>and a list of at least 5 actions with timeline (submit a copy on Oncourse)</td>
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<td>and start Career Book</td>
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<td>Jan 23</td>
<td>The Artist Career – the essential product</td>
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<td></td>
<td><em>Putting all the pieces together</em> - Cann</td>
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<td></td>
<td><em>Musician 2.0... Developing Music Careers in Uncertain Times</em> - Spellman</td>
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<td><em>Field, Success Is Yours for the Taking</em></td>
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<td>Complete a Mission Statement - see info in “Success is yours for the taking” for your Career Book (submit a copy on Oncourse)</td>
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<tr>
<td>Jan 25</td>
<td>Jason Wilbur</td>
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<td>Jan 30</td>
<td>Creating a product: Studios, Producers, Engineers</td>
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<td><em>Passman – Chapter 11</em></td>
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<td><em>Who They Are/ The Evolution of Today’s Producers</em> – Farinella</td>
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<td><em>The Music Man</em> – NY Times</td>
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<td>Worksheets on writing a cover letter and resume</td>
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<td>Submit a resume with cover letter - see assignment instructions on Oncourse</td>
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<td>Feb 1</td>
<td>Mark Hood</td>
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<td>Feb 6</td>
<td>Record Labels, new music distribution models</td>
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<td>Special guest: Kathy Cook, Secretly Canadian</td>
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<td><em>Passman – Chapter 13, 14</em></td>
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<td>Oncourse: <em>Weissman, Understanding the Music Business - Chapter 1-3</em></td>
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<td><em>Sample Record Label Contract</em></td>
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<td><strong>Reading Response 1</strong></td>
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<td>Feb 8</td>
<td>Kathy Cook – Secretly Canadian</td>
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<td>Feb 13</td>
<td>Concert Promotions – Doug Booher</td>
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<td><em>Concert Production – Baskerville</em></td>
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<td><em>Passman – Chapter 23, 24</em></td>
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<td><strong>Reading Response 2</strong></td>
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<tr>
<td>Feb 15</td>
<td>The Team: Manager, Booking Agent</td>
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</tbody>
</table>
Passman – Chapter 3, 4, 6
Feb 20
Suzy Reynolds
Feb 22
Robert Meitus, Entertainment Law
Feb 27
The Team: Lawyer, Publicist
*Passman – Chapter 2, 5*

**Reading Response 3**
Feb 29
Dimitri Vietze, Rockpaperscissors

**Internship Contract due**
Take-home Exam posted under Assignments on Oncourse - due by
**March 7 per Oncourse**

Mar 5
Publishing, Music Libraries
*Passman – Chapter 16 – 19, 31 – 33*

**Reading Response 4**
Mar 7
Music Retail
*The Changing Face of Music Retail - Baskerville*

Ap 9
Current Economics, Internship Midterm Reports, meet in class

**Long Tail Book Report due, guidelines and submissions on Oncourse**
Ap 11
continue internships

Ap 23
Final internship reflections

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

Ap 25
Deliver Career Book to my office SPEA 433
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.

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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.

I will make accommodations for students registered with Adaptive Educational Services (AES) on the Indianapolis campus (Phone: 317-274-3241 or e-mail AES@iupui.edu) or the Disability Services for Students Office in Franklin Hall on the Bloomington campus (Phone: 812-855-7578).