MUST 4315 – Introduction to Music Business
Undergraduate Syllabus

Meeting Time and Place: Fox Fine Arts M343, Monday, Wednesday and Friday 11:30-12:20

Instructors: Jim Logan-Senior Lecturer
Office: Fox Fine Arts, Room M332
Phone: (c) 301.404.1916 (use this first)
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Required Materials: Text: Passman, Donald S. All You Need to Know About the Music Business (10th Edition)
Access to the web and e-mail with at least 2MB of storage space is required. Other materials will be made available in class and via the internet.

Course Description: An introduction to the history and development of today’s music business, including general business principals, copyright and publishing, the record industry, artist management, trade unions, new media music and distribution, group issues, music in film and television and other topics. Special emphasis will be given to entrepreneurship, with specific instruction on techniques for developing projects and business plans.

Course Prerequisite: Junior classification (60 credits) and Department of Music approval.

Course Objectives: The goal of this course is to acquaint students with the music business, which is substantially different from other business. Information gained in this course will help musicians navigate the business aspects of music performance, management, composition, publishing, manufacturing and retailing. Additionally, time will be spent studying today’s industry while discussing it’s future from an entrepreneurial standpoint.

Course Outcomes: A student successfully completing this course will have an enhanced knowledge of the music business and will be able to manage a music career more capably.

Course Requirements and Method of Evaluation: The Final Grade will be based on the following 4 items:
1. Four in-class exams (each 20% of the final grade)
2. Two 1-2 page research projects (each 10% of the final grade)
3. Completion of a group entrepreneurship project (10% of the final grade)

Course Policies Roll will be taken throughout the semester. After a fifth unexcused absence you may, at the instructor’s sole discretion, be dropped from class. It is the student’s responsibility to keep track of absences. See the instructor if you have any questions concerning this area.

Office Hours: Office hours are posted on the door of FFA M332. You may make an appointment in person, by phone, or at the e-mail address listed above.

Statements on Academic Honesty and Accessibility are posted at:
http://www.utep.edu/dos/acadintg.htm
http://www.utep.edu/dsso

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Recommended Reading

*The E-Myth Revisited* by Michael E. Gerber.

*Lessons From a Street-Wise Professor: What You Won’t Learn at Most Music Schools* by Ramon Ricker.

*The Savvy Musician* by David Cutler.