MUST 4315 – Introduction to Music Business

Meeting Time and Place: Fox Fine Arts M402, Monday, Wednesday and Friday 11:30-12:20. A Zoom link will be provided for those who prefer to meet virtually. Any face-to-face meetings will be run according to UTEP COVID-19 protocols.

Group Project classes led by Professor Haddad will meet virtually.

Instructors: Jim Logan, Senior Lecturer
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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.

Graduate Students: Graduate students who wish to receive graduate credit for this course are required to complete a Career Analysis project. Students will be assigned an analysis project based on their career path and will meet three times during the semester with Dr. Logan to provide progress updates. Completion deadline: 30 April.

Course Prerequisite: Junior classification (60 credits) and Department of Music approval.
Course Objectives: The goal of this course is to provide students a broad overview of the music 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 looking ahead to the 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 15% of the final grade)
(2) Three small (one page) research projects (each 5% of the final grade)
(3) Selected reading assignments/reports from Billboard Magazine or other material (each 15% of the final grade.)
(4) Completion of a group entrepreneurship project. (10% of the final grade)

Course Policies Roll will be taken throughout the semester.. After a sixth 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 policy.

COVID-19 Precautions: You must STAY AT HOME and REPORT if you (1) have been diagnosed with COVID-19, (2) are experiencing COVID-19 symptoms, or (3) have had recent contact with a person who has received a positive coronavirus test. Reports should be made at screening.utep.edu. If you know of anyone who should report any of these three criteria, you should encourage them to report. If the individual cannot report, you can report on their behalf by sending an email to COVIDaction@utep.edu.

For each day that you attend campus—for any reason—you must complete the questions on the UTEP screening website (screening.utep.edu) prior to arriving on campus. The website will verify if you are permitted to come to campus. Under no circumstances should anyone come to class when feeling ill or exhibiting any of the known COVID-19 symptoms.
Office Hours: Office hours are posted on the door of FFA M332. Appointments may be made in person, by phone, or at the e-mail address listed above.

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.

*What Color Is Your Parachute 2019* by Richard N. Bolles