**Course Title:** MBU 1110.06 - SURVEY OF THE MUSIC BUSINESS (3)  
**Semester:** Spring 2010  
**Instructor:** Mark Volman, B.A., M.F.A.  
**Phone/Fax:** 615-418-2003  
**E-mail:** mark.volman@belmont.edu  
**Office Hours:** by appointment – Office Hours listed on door of MC#248A  
**Course Credit:** 3 units  
**Class Location:** Massey Center # MC-204  
**Meeting Time:** Tuesday & Thursday - 8:00AM – 9:15AM  
**Final Exam:** Thursday December 10 – 8:00AM

**Educational Objectives of the Mike Curb College of Entertainment & Music:** 1) To provide a personalized, career-oriented and practical education that emphasizes leadership, innovation, private enterprise and entrepreneurship. 2) To equip students with the tools to think critically, communicate effectively, accept responsibility, make successful decisions, and prosper in diverse work environments. 3) To emphasize quality classroom instruction within the parameters of ethical Christian principles.

**Course Description:** This course is a general overview and a study of the major functional areas of the music business. Attention is given to the theoretical foundations and practical application of current business practices in the music industry including supporting organizations and the revenue flow from music consumer to creator.

**Learning Outcomes:** Through homework, quizzes and a student driven research driven project, the students will synthesize all course outcome through understanding of common business practices related to the complex study of music business and Entertainment related topics.

**Performance criteria:** 1. Provide and assess the information necessary to compete in the music industry; 2. Analyze the areas where music and business intersect; 3. Explain career possibilities in the music industry; 4. Analyze the business-related knowledge and skills necessary for effectively maintaining a professional music career; 5. Compare the vocabulary and terminology of the music industry and the distinction between music and business at the corporate level.

**Honor Code:** It is the responsibility of each student to abide by the Belmont University Honor Code. “In affirmation of the Belmont University Statement of Values, I pledge that I will not give or receive aid during examinations; I will not give or receive false or impermissible aid in course work, in the preparation of reports, or in any other type of work that is to be used by the instructor as the basis of my grade; I will not engage in any form of academic fraud. Furthermore, I will uphold my responsibility to see to it that others abide by the spirit and letter of this Honor Pledge.”

**Accommodation of Disabilities:** In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, Belmont University will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the university to provide reasonable accommodations of the disability during this course, please notify the Office of the Dean of Students located in Beaman Student Life Center (460-6407) as soon as possible.

**Attendance:** Class attendance follows university policy as stated in the current Undergraduate Bulletin. Class participation is expected; attendance and absence will be noted. Missing classes are UNACCEPTABLE and WILL affect your final grade. Lectures are only given once, and it is the students responsibility to obtain any missed notes from a fellow student. You are responsible for all material covered in class and class readings.

**Notebook:** Students should keep a notebook. You will want to keep a notebook of this material, which will not be available in the textbook. It could be on the quizzes. NO TEXTING, CELL PHONES OR COMPUTERS

**Textbooks:**
- “How the Music Business works”  
  By: Dr. Larry Wacholtz  
- “Survey of the Music Business – Workbook”  
  By: Mark Volman

**Homework Assignments:** There also will be homework assignments given weekly for point credit.
**Grading Procedure:** There will be 5 quizzes given during the semester based on weekly lectures. Each quiz is worth points that accumulate till the end of the year. If the student misses a quiz, there are no make up quizzes given.

**Term paper:** You will be required to complete a research paper. This paper will be a **minimum** of 10 pages long and will be due the day of the Final Exam. This paper must include a bibliography of at least five sources. An outline of your paper is not optional and will be worth points toward your final grade. You are required to complete an outline and it is due by April 3rd. The outline should include:
- The topic/thesis (must be "music business" related)
- Your expected content...in outline form
- A summary of sources you plan to use (at least 5 sources)
- What you hope to learn from this paper

The research paper will be **due on the day of your final exam.**

The research paper should include:
- Technical requirements:
  1. Must be typed!
  2. Minimum 10 pages
  3. 12 pt. "Times" font
  4. Margins: 1" top and bottom; 1.25" left and right
- Your outline (attached to the back of your paper)
- It should follow your outline content
- Bibliography with at five sources

**Some suggested Thesis/Topics for Term Paper:**

1. An interview with a person(s) in the music industry (i.e. managers, agents, producers, business managers, artists, record company executives, A&R person, promotion, etc.). This paper should have a thesis related to an area of the business that personally interests you.

2. A research paper on a group or solo artist including the inception and pitfalls of their music business career. This does not need to be a successful musical artist, just a "real" story of an artist, songwriter, etc. **This is not to be a biography on the artist.**

**Percentage of point values:**
- Tests 25%
- Homework 25%
- Final Paper 25%
- Final Exam 15%
- Attendance 10%

**Grading Scale:** Final grades will be points accumulated from: attendance, homework, quizzes, extra credit, and your final paper.

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<th>Percentage Range</th>
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<td>95 - 100%</td>
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<td>90 - 94%</td>
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<td>85 - 89%</td>
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<td>80 - 84%</td>
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<td>Below 50%</td>
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**Topics and Lectures:** This schedule is subject to change, but we will try and cover:
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1/14  Opening - Terms
1/19  Terms - Business Systems - Corporations
1/21  Income/Expenses - Personal manager
1/26  Manager - Business Manager/Bookkeeper - Attorneys
1/28  Agents – Analyze management Contract
2/2   Label Departments - quiz
2/4   Major Versus Indies - Starting Your Own Label
2/9   Types of Record deals - Controlled Composition,
2/11  Analyze record contract - Demo Diversity - Recording terms
2/16  Recording Team, Etiquette
2/18  The jobs of the Record Producer - quiz
2/23  Pre-Production & the Creative Budget
2/25  Creative & Business Budget,
3/2   Business Budgets - Breaking Even
3/4   Publicity, Press Kits
3/9   SPRING BREAK
3/11  SPRING BREAK
3/16  Promoting to the Radio – Internet Web Design
3/18  Partnerships – Trademarks
3/23  Copyrights
3/25  Copyrights
3/30  quiz
4/1   EASTER BREAK
4/6   Touring Team - tips for the road – Finding Shows
4/8   Contract Riders Planning the show, Artist and Promoters
4/13  Publishing Deals – What publishers do
4/15  Performing Rights Organization
4/20  Songwriting form
4/22  Themes of Love
4/27  Networking
4/29  Career Planning, Final quiz overview
5/4   Final quiz and Final Paper Due