

Foundations of Music Business
MUM4005, MUM6008 - Fall Semester
Credits: 3
Class Periods: Mondays, 4.05pm - 7.05pm
Location: Online
Academic Term: Fall Semester

Instructor:

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Office Hours: Online By Appointment via email

Course Description

This course is intended (1) to foster a comprehensive and chronological understanding of major facets of the music business, and (2) to observe how rapid changes in the global music industry challenge music professionals and music business organizations to become more entrepreneurial in their planning and practice.

Course Pre-Requisites / Co-Requisites

The course is intended for undergraduate and graduate students in music. Non-music majors may enroll with permission of the instructor.

Course Objectives

Students will:

- learn about the chronological development of the music business in the U.S.A.
- learn about the preeminence of the profit-motive for the owners of music publishing and recording companies and how the pursuit of profit affects the nature of the music business.
- learn about legal aspects of music recording and distribution with an emphasis upon publishing, copyright, digital distributions, licensing, and file sharing.
- examine the process by which recording artists are signed, recorded, distributed, and promoted by their respective labels.
- develop a comprehensive and intercultural understanding and preparation for career entry into music business corporations within the United States and abroad.
- engage in opportunities for directed observation and experiences in varying aspects of live and recorded music production.

- learn the functions of various occupational roles within the subfields of the music industry including radio roles, artist management roles, booking agencies, television music roles, touring roles, and so forth.

Materials and Supply Fees

A Canvas course site has been established for use in these courses. To access it use a web browser and open the following URL: <https://ufl.instructure.com/>

Required Textbooks and Software

Music Business Handbook and Career Guide
David and Timothy Baskerville
2020. 12th edition.
Print ISBN: 9781544341200, 1544341202
eText ISBN: 9781544341194, 1544341199

Additionally, course notes developed by the instructor will be provided.

Recommended Materials

Weekly reading at <https://www.digitalmusicnews.com>

The Savvy Musician: Building a Career, Earning a Living, and Making a Difference
David Cutler
2009 1st edition
Print ISBN: 9780982307502

All You Need To Know About The Music Business
Donald S. Passman
2015. 9th edition
Print ISBN: 9781501104893

Course Delivery

The course meets once per week online over Zoom. The Zoom link for each class will be published on the Canvas site for the course ~15 minutes before our meeting time. Occasionally our weekly meetings will be held asynchronously and published video lectures and pertinent material will be published in advance on the Canvas site when that is the case. Generally, class time will be dedicated to (1) reviewing the weekly discussions and homework assignments as a class, (2) lectures on the core knowledge of the week's topic to ensure timely achievement of course objectives, and (3) applying the knowledge through group activities, content creation of products and communicative media, and role-playing interpersonal dialogue that simulates engagement in the music business. **Students are encouraged to take notes and ask questions freely.** While lectures and discussions emphasize identifying and understanding major course themes, group activities challenge students to synthesize this information and create appropriate projects that are relevant to music business, corporations, and the industry as a whole.

Course Schedule

Week 1: Chronological Shifts in the Music Business 1.0 versus 2.0) / Chapters 1 and 2

Week 2: Legalities of the Music Business (copyright, licensing, digital distribution, and streaming) / Chapter 3 - 6, and 31

Week 3: Music Publishing, Performance Rights Organizations, and Unions / Chapters 5, 9, 11, and 13

Week 4: The Influence of Technological Advancements on the Development of New Musical Genres & Production Methodologies / Chapter 12

Week 5: Record Labels (Major versus Independent; Bureaucratic Structures) / Chapters 10

Week 6: The Single/EP/Album: Conception, Creation, Post-Production Processes & Launching / Selected readings provided by the instructor

Week 7: Artist Management, Touring, Concert & Event Management Logistics/Planning / Chapters 7, 8, 16 - 18

Week 8: Business Characteristic of Various Performance Venues / Chapter 17 / MIDTERM Projects Due

Week 9: The Business of Music & Radio; Music for Television & Film / Chapters 19 - 21

Week 10: The Influence of Communication Arts on Music Consumption / Chapters 22, 24, and 25

Week 11: Artistic Pioneers & Influencers of the Music Business / Selected readings provided by the instructor

Week 12: Commercial vs. Art Music Industry Structures, and Global Music Industry Issues / Chapter 20

Week 13: Survey of Research Methods in the Music Industry / Chapter 15

Week 14: Rhetoric of Popular Music / Selected readings provided by the instructor

Week 15: Research Project due / Graduate Student Presentations

Week 16: FINAL EXAM

Timeline & Description of Assignments

Weekly Online Discussion assignments located on Canvas will be due each Sunday by 11:59 pm. The purpose of the discussions is to (1) learn about and relate to your peers' perspectives based on their experience and professional perspective, (2) refine your perspectives over time to help strengthen your personal enterprise, and (3) uncover opportunities for future collaborations between your peers as each of you have various types of expertise. The

discussion postings are based on quality, not quantity (word count). They should be clear, concise, and creative. Your replies to at least three peers' posts for each discussion should be around 3 to 4 sentences. It is important for you to address your peers' viewpoints. The objective of each reply is to relate to each other, and sometimes, to offer a different perspective in a respectful manner.

Homework Assignments/Projects will be located on Canvas under the 'Assignment' tab. Homework assignments can be turned in electronically anytime throughout the week, but no later than 11:59 pm, on the day before our class meeting.

Midterm Projects will be submitted on Canvas by 11:59 pm on the Midterm Examination Date (TBD). Midterm projects are the culmination of all homework projects from weeks 1 through 7 in their final forms.

Final Exam will be taken during class on the designated exam day based on the university's calendar, unless otherwise informed by the instructor.

Research Projects will commence in the 8th week of class and students will be provided with detailed instructions and advice for their subject of interest. Research projects will be undertaken throughout the remainder of the semester with regular input from the instructor, and are due in week 15.

Digital Distribution Project: Students will fill out the entirety of a hypothetical album submission via Distrokid and present the process to the class. This assignment will be graded as part of the 'Homework Set.' This will be included with the other assignments as part of the midterm project and due during the midterm week.

Concert Reports: Students will have to attend two concerts and complete a concert questionnaire provided by the instructor for each concert on the business aspects of the concert (i.e. the musical performance, the merchandise provided after the show, audience engagement, flow and musical selection of the concert, and pre-show aspects). This assignment will be graded as part of the 'Homework Set.' The first concert report will be due on the 5th week of the semester. The second concert report will be due during the 13th week of the semester.

*** Just for Graduate and Post-Graduate-level students ***

Research Paper on the Business of a Musical Era: Students will conduct a study on the attributes, legalities, artistic postulations, and industry advancements made by a music entrepreneur that influenced the music business and/or popular music genre(s). Students can choose to engage in a qualitative, quantitative (inferential or descriptive statistics), mixed methods, or meta-synthesis study. The topic of the study should be approved by the instructor before conducting the study. A rubric of guidelines for the study will be provided. Students will submit a 5-8 page paper and give a 20-30 slide presentation on their research. Research Projects will commence in the 8th week of class and students will be provided with detailed instructions and advice for their subject of interest. Research projects will be undertaken throughout the remainder of the semester with regular input from the instructor. The Research Presentation will take place during the 15th week of the semester.

Copyright Paper: Students will write a 500-word paper and present a 10 slide PowerPoint presentation describing a legal issue that occurred with an artist/band's song, the consequences the artist/band faced, and how the issue affected the music business as a whole. This assignment will be graded as part of the 'Homework Set.' This will be included with the other assignments as part of the midterm project and due during the midterm week.

Philosophy & Historical Aspects of Music Business: Students will write a 500-word paper on their preference for Music Business 1.0 versus 2.0., as well as the advantages and disadvantages of both music industry eras. This assignment will be graded as part of the 'Homework Set' and due during the 16th week of the semester.

Interview an Arts Administrator/Advocate (Paper & Report): Students will conduct an interview with an arts administrator/advocate through a semi-structured interview-questionnaire containing four questions provided by the instructor and give a spoken presentation to the class on the findings of the interview. Students will report on the role of the interviewee's job, the focus of the radio station, methods for sustaining the business, and the pros and cons' working in the field of radio in today's competitive streaming industry. This assignment will be graded as part of the 'Homework Set' and due during the 7th week of the semester.

Record Label Presentation: Students must present a 6-8 slide PowerPoint presentation on their preference for the major record label model or the independent record label model. Students must also indicate which model is better for at least 10 musical genres and explain their reasoning. This assignment will be graded as part of the 'Homework Set' and due during the 5th week of the semester.

Attendance Policy, Class Expectations, and Make-Up Policy

Students will refer to the 'announcement' tab on Canvas three times per week to stay informed of all course-related news and assignments. This is critical to minimize e-mail traffic, student questions, lower student anxiety over error questions, and can help to inform students of concerts they can attend. NOTE: Students often have the same questions that need to be answered when in the online environment. With that in mind, the "Announcements" will be the medium that the instructor uses to communicate all answers to basic questions. In some cases, a student's question will require a personal response, and in those cases a personal response will be issued to the student.

Evaluation of Grades

Assignment Percentage of Final Grade

Homework Sets 15%

Midterm Projects 30%

Final Exam 30%

Research Paper 10%

Weekly Online

Discussions 10%

Class Participation 5%

Percent	Grade	Grade Points
93.0 - 100.0	A	4.00
90.0 – 92.9	A-	3.67
87.0 – 89.9	B+	3.33
83.0 – 86.9	B	3.00
80.0 – 82.9	B-	2.67
77.0 – 79.9	C+	2.33
73.0 – 76.9	C	2.00
70.0 – 72.9	C-	1.67
67.0 – 69.9	D+	1.33
63.0 – 66.9	D	1.00
60.0 – 62.9	D-	0.67
0 – 59.9	E	0.00

Participation Rubric

Criteria	1	2	3	4
Preparation	<u>Unprepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Partially prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Mostly prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Fully prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).
Engagement	<u>Does not participate</u> in class discussions and collaborate with other students in group assignments. Does not complete assignments according to the rubrics provided and does not submit assignments on time. Exhibits a lack of interest in the activities.	<u>Some participation</u> in class discussions and collaborate with other students in group assignments. Does not complete assignments according to the rubrics provided but submit assignments on time. Has many lapses in participation, and has 4 or more incomplete or late assignments.	<u>Active participation</u> in class discussions and collaborate with other students in group assignments. Completes assignments according to the rubrics provided and submits assignments on time throughout the entire class. Has minimal lapses in participation, and has 3 incomplete or late assignments.	<u>Active participation</u> in class discussions and collaborate with other students in group assignments. Completes assignments according to the rubrics provided and submits assignments on time throughout the entire class.

Make-ups for Exams or Other Work

In order to remain fair to all students enrolled in this course who are held to the same academic standard, make-ups for any assignment will require written documentation that the student has been excused from school during the time in question. Without this approval we cannot issue a make-up. This includes all requests for permission to grant a make-up for personal issues involving family, work, deaths, hardships, marriages, pregnancies, illnesses, financial problems, etc. We do apologize for this inconvenience, however, in order to be ethically in good standing, this documentation is needed to ensure the accuracy of all claims made.

Covid Requirements

We will be meeting over an online medium only this semester over Zoom.

- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).

Recording of Masterclasses and Online Meetings

Our class sessions will be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Resource: UF Grading Policy Website:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Students with disabilities

“Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.”

Academic Honesty

At the University of Florida every student signed the following statement: "I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion for the University." The instructor of this course fully endorses this statement and will not tolerate academic dishonesty. Anyone caught cheating or plagiarizing is subject to an automatic E and further disciplinary action. All violations of academic honesty will be referred to the Dean of Students Office for disciplinary action without exception.

<http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php>

**If you are repeating this course at UF, please be aware that turning in any part of any written assignment that you submitted for this course in the past also constitutes academic misconduct. See "Scope and Violations" under the Honor Code above.

<https://catalog.ufl.edu/ugrad/current/advising/info/student-honor-code.aspx>

Policy on Sexual Harassment and Sexual Misconduct

It is the policy of the University of Florida to provide an educational and working environment for its students, faculty, and staff that is free from sexual harassment and sexual misconduct. This includes information sent through e-mail. Sexual harassment and sexual misconduct in any form will not be tolerated, and individuals who engage in such conduct will be subject to disciplinary action. The University encourages students, faculty, staff, and visitors to promptly report sexual harassment or sexual misconduct. For more specific information, please see www.aa.ufl.edu/aa/affact/harass (Located in the General Information section of the University Catalog.)

Campus Resources and Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

[Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

[Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process](#)

INSTRUCTOR EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.