

DEPARTMENT Fine Arts

COURSE OUTLINE – Winter 2023

MU2120 (A3): Music Business – 3 (3-0-0) 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Carmen Gorgichuk

OFFICE: L117

OFFICE HOURS: TBD

PHONE: 780-505-2029

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CALENDAR DESCRIPTION: This course will teach basic business concepts for the music professional to give them the resources to increase their potential, grow opportunities and manage their careers. Through readings, lectures, and assignments; students will learn about networking, promotion, publicity, publishing, royalties, intellectual property, contracts, ethics, funding for their projects. Utilizing modern promotion, distribution and sales models via the Internet and other methods of commerce for artists will also be discussed.

PREREQUISITE(S)/COREQUISITE: No prerequisites. No musical knowledge or skills required.

REQUIRED TEXT/RESOURCE MATERIALS: Take Care of your Music Business **3rd Edition**
Dissecting and Connecting Legal and Business Strategies You Need to Make Your Music Grow John P. Kellogg PJ Kelly and Associates 2021. **ASIN** : B09HRBLQQB

https://www.amazon.ca/Take-Care-Music-Business-Third-ebook/dp/B09HRBLQQB/ref=sr_1_2?crid=M9ZH508LF2PD&keywords=take+care+of+your+music+business&qid=1656357096&srefix=Take+care+of+your+%2Caps%2C177&sr=8-2

Recommended Kindle Edition. Available through Amazon.ca

DELIVERY MODE(S): In person. myClass assisted.

COURSE OBJECTIVES: This course provides both the musician and business student with resources to enable them to delve into the study of music business- the cross section between musical artistry and commerce. With basic business concepts, students will learn about contracts, finance, marketing, and publicity to enhance the entrepreneurial career opportunities for artists. The understanding of copyright law, intellectual property, publishing, royalties, contracts, finance, and business models are discussed highlighted with case studies of scenarios of artists past and present.

LEARNING OUTCOMES: By the end of the course, students will be able to:

- Differential the different types of royalties for recording artists in recording contracts
- Compare and analyze the bundle of rights for composition and sound recording copyrights for original works
- Produce a marketing plan, including a one-page for artist promotion
- Construct a plan to create a business model for their class project
- Prepare a budget for recording and formulating a plan for choosing a recording studio
- Assess the requirements to build an artist team

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Assignments and Quizzes	30%
Project	15%
Midterm	20%
Final	30%
Participation	5%

GRADING CRITERIA: (The following criteria may be changed to suit the particular course/instructor)

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

Monday/Wednesday 4:00-5:20 pm L123

Tentative schedule- Midterm March 8, 2023. Final exam during examination week April 13- 24, 2023.

Week 1 January 9-11, 2023 Introduction and the History of the Music Business

Week 2 January 16-18 Record Label Deals

Week 3 January 23-25 Recording Agreements

Week 4 January 30- February 1- Copyright

Week 5 February 6-8 Protecting Your Brand

Week 6 February 13-15 Building Your DIO Artist Team- Finance and Legal Entities

Week 7 Reading Break Feb. 20-24, 2023 (No classes)

Week 8- February 27- March 1 Promotion and Publicity

Week 9 March 6- 8 (Midterm tentatively March 8th)

Week 10 March 13-15 How to Release a Record

Week 11 March 20-22 Making a Recording

Week 12 March 27-29 Publishing

Week 13 April 3-5 The Live Show

Week 14 April 10-12 Future of the Music Business

STUDENT RESPONSIBILITIES: For late assignments, a 10% deduction will be applied daily.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

****Note:** all Academic and Administrative policies are available on the same page.