

# **NYU Los Angeles**

## **Business Structure of the Music Industry**

### **MPAMB-UE 9100 LA1**

#### **Fall 2019**

### **Instructor Information**

- Prof. J. Eugene Salomon, Jr.

### **Course Information**

- Business Structure of the Music Industry
- MPAMB-UE 9100 LA1
- 2 points
- Section 1: Wednesdays from 6:00pm to 7:40pm, 145 S. Fairfax Ave

### **Course Overview and Goals**

Welcome to Business Structure of the Music Industry.

I am excited about what we can discover and learn together in the next 14 weeks. There isn't a faster-changing business on the planet right now than music. Driven by technology, fueled by passion, beloved by all, as old as human life.

The challenge of finding a balance between art and commerce will be enormous in this class. It's all too easy for us to focus on the business aspects of the music industry at the expense of the art. We're in this classroom because of the visceral, heart-pounding reaction we have to great music and spellbinding artists. I'll do my best to keep the boat steady as we rock back and forth between the creative and the concrete, the sublime and the practical.

This is a seminar-style course that encourages a lively exchange of intellectual ideas and problem solving. It will engage both your left-and right-brain cognitive abilities. The topics we study and discuss will cover all aspects of the music industry, from startups to global music companies. In addition to course content, this course emphasizes the skills of discussion and listening, reflection and writing, and creative collaboration.

### **Course Learning Outcomes**

The broad objective of this course is to understand the commercial and copyright basis for the music industry, and the importance of entrepreneurial thinking and opportunity recognition in the music industry.

**Course Description:** The course will provide a background study of all related areas of the multibillion-dollar music industry, including the evolution and operations of the record company, music publishing, artist management, live entertainment, copyright, business and consumer-facing digital services.

**Course Objectives:**

- Understand the structures of major companies in the music industry, the origins of those structures, and the ways in which the structures change as a result of new competitive pressures and new technology.
- Understand the power of personal creativity and innovative thinking about problems in the music industry, and in life.
- Explore industries that could offer growth opportunities for the music industry.
- Understand the basics of U.S. and international copyright law and trade agreements.
- Understand the concepts that affect the public's perception of artistic work, non-artistic products, and purchasing decisions.
- Learn how music publishers earn money, how songwriters work with publishers and rights organizations, and what constitutes financial security for songwriters and artists.

**Grading of Assignments**

The grade for this course will be determined according to the following formula:

<b>Assignments/Activities</b>	<b>% of Final Grade</b>
Class Preparation/Participation & Quizzes	10 points
Three Homework Projects @ 10 pts	30 points
Mid-Term	25 points
Final Exam	<u>35 points</u>
TOTAL	100 points

**Assessment**

In addition to traditional means of assessment, this course will utilize various non-traditional methods of assessment in reference to the stated learning outcomes.

Students will:

1. Participate in class  
Note: Good participation means contributing to analyzing and evaluating the assigned discussion topic, in a thoughtful, respectful manner.
2. Compose individual reflections on assigned topics or readings.

Please come to class prepared to discuss all materials for that day.

No extra credit is available for this course.

# Course Schedule

## Course Topics and Assignments Subject to Change

**Week 1** Chapter 1 and 2 – Overture and The Digital Millennium  
September 4 Read Baskerville Ch. 1 and 2.

**Week 2** Chapter 3 – The Music Business System part 1  
September 11 Syllabus Quiz About Me due  
Read Baskerville, Chapter 3  
Read Mark Mulligan’s September 6 article and be prepared to discuss it.

**Week 3** The Music Business System part 2  
September 18 Read Matthew Ball’s article “16 Years Late, \$13B Short, but Optimistic: Where Growth Will Take the Music Biz.”

Homework Assignment #1 due: Write a short essay (1,000 words) reflecting on your impressions of the recent changes in the recorded music business. See NYU Classes

**Week 4** Chapter 6 - U. S. Copyright: the legal pillar of the music industry  
September 25 Read Baskerville chapter 6 and be prepared to discuss it.

**Week 5** Chapter 7 – Music Licensing  
October 2 Read Baskerville Ch. 7 and be prepared to discuss it.  
Homework Assignment #2 due: See NYU Classes.

**Week 6** Yom Kippur – No Class  
October 9

**Week 7** Chapter 4 – Professional Songwriting  
October 16 Chapter 5 – Music Publishing  
Read Baskerville chapters 4 and 5 and be prepared to discuss them.

**Week 8** Chapter 8 - Agents, Managers and Attorneys and Midterm Review  
October 23 Read Baskerville chapter 8 and be prepared to discuss it.

**Week 9** Mid-Term Exam (30 minutes)  
October 30 Chapter 11 - Recorded Music part 1  
Read Baskerville chapter 11 and be prepared to discuss it.

**Week 10** Chapter 12, 13 and 14 – Recorded Music part 2  
November 6 Read Baskerville chapters 13-14 and supplemental recording agreement to be provided; be prepared to discuss them.

**Week 11** Chapter 16 and 17 - Concerts and Touring  
November 13 Read Baskerville chapters 16 and 17 and be prepared to discuss them

**Week 12** Chapter 19, 20 and 21 – Music in Radio, TV, Games and VR  
November 20 Read Baskerville chapters 19-21 and be prepared to discuss them

**Week 13** Thanksgiving – No Class  
November 27

**Week 14** Digital Music Services  
December 4 See NYU Classes for readings and Homework #3, due before class today

**Week 15** Valuing music assets and final exam review  
December 11 See NYU Classes for readings

**Final Exam:** Date and location TBA

## Quizzes

Quizzes will be unannounced and typically will cover assignments for the class meeting. Questions generally will be short- answer and are meant to show reading and/or listening comprehension of the assignments.

## Written assignments

Due dates for assignments are fixed (see course schedule). *Late assignments will not be accepted.*

### Proper citations for written work

All written work for this course must contain proper references. Proper referencing is critical for exemplary analytical writing. Students who fail to properly cite references will receive lower evaluations of their work. The general rule for citations is that any material that is not 'common knowledge' should be referenced, in addition to specific citations to direct quotations, and specialized commentary/works/etc. (see the Statement on Academic Integrity in syllabus).

I require that you use Chicago Manual of Style - Humanities Style for all written assignments where citations are used. Please use Endnotes at the end of the paper. I do not accept footnotes at the bottom of each page, nor do I accept parenthetical references in the text. Bibliographies are required with all papers that have citations.

A helpful website for citations [Chicago-Style Citation Quick Guide](#)

## Course Materials

### Required Textbooks & Readings

- Baskerville, David and Baskerville, Tim. Music Business Handbook and Career Guide, 11th edition. Thousand Oaks, California: Sherwood/Sage Publications, 2017.
- Billboard.com/biz (free)
- MusicBusinessWorldwide.com (free)
- Other materials provided to you by the instructor through NYU Classes

### **SUPPLEMENTARY READINGS and NYU'S VBL**

During the semester, usually one week in advance of the class in which they will be discussed, supplementary readings will be handed out, or identified for you to locate online. PLEASE NOTE -- full text of the *NY Times*, *Wall Street Journal*, *Billboard*, and many other publications and databases can be accessed via your NYUHome account (go to "Research" on the home page). The [NYU Virtual Business Library \(VBL\)](#) has many industry reports to draw on.

The Bobst librarians have designed a research database specifically for our Music Business program. This research guide, "[Music Business](#)" is linked from the [library's research guide page](#).

### Optional and Recommended:

- [MusicIndustryBlog.wordpress.com](http://MusicIndustryBlog.wordpress.com)
- [Hypebot.com](http://Hypebot.com)

### **Deadlines**

Assignments and reflections will be due at the beginning of class on the date specified (reflections will be due via NYU Classes). No late assignments will be accepted for any reason, and no exceptions will be made to this policy. Minimizing procrastination is a key to a good grade in this class, and a successful semester.

### **Resources**

- **Access your course materials:** [NYU Classes](http://nyu.edu/its/classes) (nyu.edu/its/classes)
- **Databases, journal articles, and more:** [Bobst Library](http://library.nyu.edu) (library.nyu.edu)
- **Assistance with strengthening your writing:** [NYU Writing Center](http://nyu.mywconline.com) (nyu.mywconline.com)
- **Obtain 24/7 technology assistance:** [IT Help Desk](http://nyu.edu/it/servicedesk) (nyu.edu/it/servicedesk)

## **Course Policies**

### **Class Policies**

The following ground rules apply to all students, and are designed to ensure a classroom environment conducive to learning for all students:

- All work is to be submitted via NYU Classes/TurnItIn unless otherwise noted.
- Arriving late to class or leaving early is inconsiderate and disruptive to your colleagues and to the professor. Therefore, as a deterrent to such behavior, two late arrivals to class count as one full absence.
- For the sake of clarity: Your professor considers it be highly disruptive for you to leave class and return for almost any reason. Please handle yourself before or after class, except in the case of actual emergencies.
- Please eat before or after class. Beverages with lids are ok in class.
- The use of laptops, smartphones, iPads and digital recording devices is encouraged for designated in-class activities only. The professor will state if a class requires use of such equipment.
- All mobile phones and devices must be turned off (not put on vibrate) before class begins. Students who use these devices during class will be asked to leave and counted absent for the day.
- Missing class notes does not change the due dates for assignments. Late work is not accepted.
- The policies in this syllabus apply to every student in the class. Please do not ask for exceptions to be made.

### **NYU Home and NYU Classes**

All information for this course is available online in NYU Classes through your NYU Home account. Updates and changes in assignments will be sent to you via your NYU email. For help using NYU Classes, use the "Ask ITS" button in NYU Home, or call 212 998 3333 (available 24 hours per day, 7 days per week).

## **Writing Help**

The [NYU Writing Center](#) provides help with written assignments. 212 998 8866.

Citation Help: [The Chicago Manual of Style](#)

## **Attendance Policy**

Study abroad at Global Academic Centres is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. To ensure the integrity of this academic experience, class attendance at the centres is mandatory, and unexcused absences will affect students' semester grades. The class roster will be marked at the beginning of class and anyone who arrives after this time will be considered absent. Students are responsible for making up any work missed due to absence.

For courses that meet once a week, one unexcused absence will be penalised by a two percent deduction from the student's final course grade. For courses that meet two or more times a week, the same penalty will apply to two unexcused absences. Repeated absences in a course may result in failure.

## **Plagiarism Policy**

The academic standards of New York University apply to all coursework at NYU LA. NYU LA policies are in accordance with New York University's plagiarism policy. The presentation of another person's words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

It is a serious academic offense to use the work of others (written, printed or in any other form) without acknowledgement. Cases of plagiarism are not dealt with by your instructor. They are referred to the Director, who will determine the appropriate penalty (up to and including failure in the course as a whole) taking into account the codes of conduct and academic standards for NYU's various schools and colleges.

## **Religious Observance**

Students observing a religious holiday during regularly scheduled class time are entitled to miss class without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and/or after the holiday. Students must notify their professor and the Academic Programs Coordinator in writing via email one week in advance before being absent for this purpose.

## **Inclusion, Diversity, Belonging and Equity**

NYU is committed to building a culture that respects and embraces diversity, inclusion, and equity, believing that these values – in all their facets – are, as President Andrew Hamilton has said, “...not only important to cherish for their own sake, but because they are also vital for advancing knowledge, sparking innovation, and creating sustainable communities.” At NYU LA, we are committed to creating a learning environment that:

- fosters intellectual inquiry, research, and artistic practices that respectfully and rigorously take account of a wide range of opinions, perspectives, and experiences; and
- promotes an inclusive community in which diversity is valued and every member feels they have a rightful place, is welcome and respected, and is supported in their endeavours.

## **Provisions to Students with Disabilities**

Students with disabilities who believe that they may need accommodations in a class are encouraged to contact the Moses Centre for Students with Disabilities at (212) 998-4980 or [mosescsd@nyu.edu](mailto:mosescsd@nyu.edu) as soon as possible to better ensure that such accommodations are implemented in a timely fashion.