

# The Business of Music & Brand Development

## COURSE SYLLABUS

**Instructor:** Dr. Jose Rosa, EdD

**Office:** Online (Fall 2020)

**Course Date/Time:** Wednesdays 6-8PM

**Email:** [jmr279@miami.edu](mailto:jmr279@miami.edu)

**Office Hours:** Mondays 10:00AM-11:00AM (Other days by appointment via Zoom)

### Course Description

The Business of Music & Brand Development surveys the music industry, focusing on the intersection of music and business. The course provides foundational knowledge of industry structures and explores the transformative events that shaped modern music business practices, such as the consolidation of the industry in 1999 and the rise of digital platforms like Spotify. Key topics include intellectual property law, music marketing, artist management, and strategies for success in the evolving industry landscape.

Aligned with **National Association of Schools of Music (NASM)** standards, this course emphasizes technical and professional skills necessary for artistic self-expression and career development. Students will learn to navigate the complexities of music business operations while fostering collaborative and creative competencies.

### Course Objectives and NASM Alignment

Upon successful completion of this course, students will:

1. **Understand the Music Industry:** Gain knowledge of the functions, structures, and relationships within the music industry, fulfilling NASM standards for repertory knowledge (**VII.B.1.b**).
2. **Apply Copyright Law:** Understand intellectual property law and its application to professional songwriting and music business practices (**VII.D.3.a.2**).
3. **Develop Technical and Artistic Skills:** Acquire technical skills for artistic self-expression through branding, marketing, and management (**VII.B.1.a**).
4. **Master Collaboration:** Learn strategies for effective collaboration in music industry settings, supporting NASM's emphasis on leadership and teamwork (**VII.B.1.d**).
5. **Analyze Trends:** Understand historical and contemporary music business trends, enabling adaptability and professional success (**VII.D.3.a.1**).
6. **Create Marketing Strategies:** Develop integrated approaches to music marketing, including social media, touring, and licensing (**VII.D.3.a.3**).
7. **Demonstrate Professional Growth:** Showcase technical and managerial growth through the completion of a comprehensive final project (**VII.B.1.f**).

## Required Text

Baskerville, David. *Music Business Handbook and Career Guide*. 12th edition. Thousand Oaks, CA: Sage, 2019.

ISBN-13: 978-1544341200

ISBN-10: 1544341202

## Evaluation Procedures

### Grading Breakdown:

- First Assignment: Paper (“Why Are You in the Music Business?”) – 10 Points
- Quizzes: Based on readings and discussions – 40 Points
- Final Project: Comprehensive music business plan – 50 Points

**Total:** 100 Points

### Grading Scale:

- 90-100 = A
- 80-89 = B
- 70-79 = C\*
- 69-60 = D
- 59-0 = F

\*Note: A grade below 70 is considered non-passing.

### Assignments and Deadlines:

- Quizzes cannot be made up. Attendance is mandatory for in-class quizzes.
- Final Project presentations must adhere to the scheduled date.

## Lecture Schedule and Content

### Week 1: Introduction to the Music Business

- **Reading:** Chapters 1-2
- Overview of industry structures and foundational principles (NASM VII.B.1.b).

### Week 2: Intellectual Property Law and Copyright

- **Reading:** Chapters 3-4
- Understanding copyright law and its implications for professional practice (NASM VII.D.3.a.2).

### Week 3: Music Publishing and Licensing

- **Reading:** Chapters 5-7
- Analyzing mechanical and performance rights (NASM VII.D.3.a.3).

### Week 4: Synchronization Rights and Music for Film

- **Reading:** Chapters 20-21
- Exploring opportunities in film and digital media.

### **Week 5: Artist Management**

- **Reading:** Chapters 7-9
- Strategies for managing artists and collaborative projects (NASM VII.B.1.d).

### **Week 6: Concert Management**

- **Reading:** Chapters 16-18
- Planning and executing live events.

### **Week 7-8: Record Labels**

- **Reading:** Chapters 10-15
- Understanding the operations and evolution of record labels.

### **Week 9: Music in Advertisements**

- **Reading:** Chapter 22
- Leveraging marketing opportunities in media.

### **Week 10: Music and Theater**

- **Reading:** Chapter 23
- Integrating music into theatrical productions.

### **Week 11: Music Products and Show Business**

- **Reading:** Chapter 24
- Exploring product development and branding.

### **Week 12: The Musician as Entrepreneur**

- **Reading:** Chapter 26
- Developing entrepreneurial skills for professional success (NASM VII.D.3.a.1).

### **Week 13-14: Final Project Preparation**

- Applying course concepts to develop a comprehensive music business plan.

### **Week 15: Final Project Presentations**

- **Date:** December 9th, 6PM-9PM
- Demonstrate mastery of course objectives through a detailed project proposal (NASM VII.B.1.f).

## **NASM Competency Integration**

This course is aligned with NASM standards by addressing:

- Technical skills for artistic self-expression.
- Professional knowledge of the music industry.
- Collaborative and leadership skills in music interpretation.
- Growth in artistry and technical competencies.