

QST MK435 – INTRO TO THE MUSIC BUSINESS & MUSIC MARKETING

COURSE OVERVIEW:

Introduction to The Music Business & Music Marketing will initially provide a survey of the music industry, highlighting those areas where music and business intersect. The focus will be on developing a foundational understanding of the structure and areas of the music industry. By analyzing the changing landscape in the discovery and consumption of music, students will be able to better understand emerging trends in the industry and how to apply learned tactics to their future careers.

Introduction to Music Business & Music Marketing will also heavily discuss music marketing – an overview of key music marketing principles, terms, and practices, which together form the foundation for all music marketing plans. Students will learn what companies and partners to work with to reach their core fans, how to communicate with them, and the ways to leverage the changes and new opportunities that the Internet offers to marketers. The information in this course can form the basis for a full marketing campaign or be immediately implemented into a new marketing and promotion campaign.

Overall, Introduction to Music Business & Music Marketing will assist students with the development of business-related knowledge and skills necessary for effectively maintaining a professional music career. The course will serve both the student wishing to increase his/her understanding of common business practices related to the music industry, and the student who is considering further study of music business/management.

COURSE OBJECTIVES:

- Understand the team that needs to be built around an artist, as well as each members role, fees, etc
- Develop an understanding of the fundamentals of the recorded music industry, as well as learning the difference between the record business and the music industry as a whole.
- Understand music record deals, the specifics of what bands are getting into, and who takes a piece of what.
- Gain a firm understanding of the foundational best practices involved with all successful music marketing campaigns.
- Develop working knowledge of marketing elements (digital ad buying, web design, social media, etc)

ATTENDANCE:

The class will meet once a week for 3 hours in the evening. Attendance at all sessions (lectures, guest speakers, excursions) is mandatory. You will be expected to be punctual. You will be penalized for unexcused absences or being tardy. Absences for notified legal, medical, or religious reasons will be excused at the discretion of the instructor, but communication, if at all possible, in advance of the absence is expected, and should be via e-mail.

ACADEMIC CONDUCT AND PLAGIARISM:

Every member of the Boston University School of Management is responsible for becoming familiar with the School's academic conduct policy, as described in the Academic Conduct Code booklet. All students are responsible for having read the Boston University statement on plagiarism and for understanding that the penalty against students on a Boston University Program for cheating on examinations or for plagiarism may be "...expulsion from the program or the university or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the dean."

TEXTS:

Passman, Donald S. All You Need to Know about the Music Business

Exploration - How the Music Business Works

Purchase not required; digital snippets will be provided

GRADING:

Attendance	15%
Participation	15%
Weekly Assessments	35%
Final Exam	35%

WEEKLY ASSESSMENTS:

Multiple choice questions based off the reading and videos provided in Notion

EXAM:

3 open-ended, short answer questions on larger picture concepts

CLASS	TOPICS	PREPARATION WORK
WEEK 1 JAN 26 <i>BEN & STEPH</i>	INTRODUCTION & OVERVIEW Learn more about the background and interests of the instructor and the students. Review class expectations, culture, etc. Discussion of the music industry overall, current events, and trends. <ul style="list-style-type: none"> • Time-series analysis of historical Soundscan data (see industry shifts) • Definition of the “middle stream” / “middle class musician” as the scope to view learnings from. 	
WEEK 2 FEB 02 <i>BEN</i>	WHAT IS A SONG LEGALLY? <ul style="list-style-type: none"> • Song Recordings - Master & Composition • Copyright – How creative works are protected • Copyright Infringement & Fair Use • Producer and Songwriters – How are they involved in the process? 	PRE-CLASS READING <i>check class page on Notion</i> GUEST SPEAKERS: To Be Confirmed
WEEK 3 FEB 09 <i>BEN</i>	A&R: DISCOVERING & DEVELOPING ARTISTS RECORD DEALS: WHAT ARE BANDS GETTING INTO? <ul style="list-style-type: none"> • Majors and Independents • Advances and Recoupment 	PRE-CLASS READING <i>check class page on Notion</i> GUEST SPEAKERS: To Be Confirmed
WEEK 4 FEB 16 <i>STEPH</i>	STREAMING <ul style="list-style-type: none"> • Understanding the DSPs relationships to labels and artists • Per Stream Pay Rates • Artist development via streaming platforms • Marketing at content interaction level RECORD RELEASE STRATEGY & MARKETING	PRE-CLASS READING <i>check class page on Notion</i> GUEST SPEAKERS: To Be Confirmed Ben Farber - Warner Music Josh Epple - Hopeless Records
WEEK 5 FEB 23 <i>BEN</i>	REPRESENTATION: MANAGEMENT <ul style="list-style-type: none"> • What is a manager and what do they do? • Why does an artist need a manager? • When does an artist need a manager? • Contract: Term, Flow of Funds, Fee Structure, etc • Artist/Manager Relationship 	PRE-CLASS READING <i>check class page on Notion</i> GUEST SPEAKERS: To Be Confirmed
WEEK 6 MAR 02 <i>STEPH</i>	ARTISTS AS BRANDS & MARKETING FOUNDATION <ul style="list-style-type: none"> • Assessing the artist & knowing their career stage • Building the Brand (style guide, ethos, etc) • Knowing Your Fans / Audience (demo, interests, etc) • Owning Your Fans & Audience: Newsletters, SMS, D2C Comms SOCIAL MEDIA <ul style="list-style-type: none"> • Campaign & content strategy • Adapting to new platforms 	PRE-CLASS READING: <i>check class page on Notion</i> GUEST SPEAKERS: To Be Confirmed Maria Gironas - Reddit Lauren Park Alec Ellin - Laylo
WEEK 7 MAR 09	NO CLASS • SPRING BREAK	
WEEK 8 MAR 16 <i>STEPH</i>	DIGITAL MARKETING <ul style="list-style-type: none"> • Campaign Strategy • Paid vs. Organic and Platform Strategy AD BUYING CRASH COURSE <ul style="list-style-type: none"> • Defining Your Goals & Audience • Pixel Implementation • Audience Building (lists + pixel data) • Campaign Structuring: objectives, optimization, etc 	PRE-CLASS READING <i>check class page on Notion</i> GUEST SPEAKERS: To Be Confirmed Kyle Hulett - Cupid Theory Zoe Gillespie

<p>WEEK 9 MAR 23</p> <p><i>BEN</i></p>	<p>REPRESENTATION: AGENT</p> <ul style="list-style-type: none"> • What is an agent and what do they do? • Why does an artist need an agent? • When does an artist need an agent? <p>TOURING 101</p> <ul style="list-style-type: none"> • Routing & Holds • Promoters • Deal Structures 	<p>PRE-CLASS READING check class page on Notion</p> <p>GUEST SPEAKERS: To Be Confirmed</p>
<p>WEEK 10 MAR 30</p> <p><i>STEPH</i></p>	<p>TOUR & FESTIVAL MARKETING</p> <ul style="list-style-type: none"> • Ad Materials (admat, video content, etc) • Timeline: announce, on sale, maintenance, closing • Working with Promoters & Bands • Content 	<p>PRE-CLASS READING check class page on Notion</p> <p>GUEST SPEAKERS: To Be Confirmed</p>
<p>WEEK 11 APR 06</p>	<p>FINAL EXAM</p>	
<p>WEEK 12 APR 13</p> <p><i>BEN</i></p>	<p>LEGAL REPRESENTATION & BAND ENTITY ORGANIZATION</p> <ul style="list-style-type: none"> • Attorney representation • When does an artist need an attorney? • How a band becomes a legal entity – forming your own business • Choosing the property entity for your business • Protecting your brand 	<p>PRE-CLASS READING check class page on Notion</p> <p>GUEST SPEAKERS: To Be Confirmed</p>
<p>WEEK 13 APR 20</p> <p><i>STEPH</i></p>	<p>WEB 3</p> <ul style="list-style-type: none"> • Understanding the basics - blockchain, NFTs, social tokens, wallets • How does this impact music? Utility vs. marketing / monetization - Distribution, ticketing, fan clubs, etc 	<p>PRE-CLASS READING check class page on Notion</p> <p>GUEST SPEAKERS: To Be Confirmed</p>
<p>WEEK 14 APR 27</p> <p><i>BEN & STEPH</i></p>	<p>FINAL CLASS Any life advice / questions we can help with? Resumes, job networking, etc.</p>	