



# THE CONTEMPORARY MUSIC CENTER

a program of the Council For Christian Colleges & Universities

## **SYLLABUS MUSIC BUSINESS SURVEY**

**Instructor: Natalie Ferwerda**

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COURSE HOURS: M/T/W 10:30 a.m. - Noon

CREDIT: 3 semester credits

These recommended credits will be granted by your home institution. They will not be considered for transfer credits.

COURSE EQUIVALENCY:

This course may meet the requirement of an upper-level class in Business, Communications, or Media Management.

OFFICE HOURS:

Our "physical and virtual doors are always open." If you have a question please don't hesitate to ask. If you would like to set up an appointment, we can do that too. As a courtesy, try not to call after 11PM or before 9AM, unless there is an emergency.

CATALOGUE DESCRIPTION:

Through lecture, text and visiting music industry experts, Business Elective students will gain a broad understanding of key aspects of the music business including: Booking, Artist Management, Touring, Road Management, Production, Marketing and Promotion, Copyright and Legal Issues, Publishing and Licensing. This course will outline economic, creative and spiritual elements critical to a career in contemporary music and guide students in assessing their own strengths, weaknesses and interests. The focus for this course is hands-on application through work with contracts, live show production and career planning.

OBJECTIVES

- To wrestle with the realities of music and commerce
- To become familiar with the terms and key points of artist management, booking, publishing and licensing contracts.
- To plan and execute the production of live concerts
- To assess how and where one might best fit into the music business
- To learn to develop long- and short-term career plans.



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## METHODOLOGY:

In order to obtain a solid foundation of knowledge about the music industry, students must be able to internalize important terms and ideas. Information will be presented through lectures, videos, articles and classroom discussion. Following the presentation of information, students will be required to show evidence of their knowledge: For example, after the Record Label discussion, students will be given a record label contract to review and summarize in front of their peers. Students will participate in discussions, one-on-one interviews, and take personality quizzes to help determine their strengths and weaknesses as well as their interests and career aspirations. Each will be required to submit goals for the next year, 5 years, and 10 years. Each week, students will be selected to take on the roles of Production Manager and Production Assistant for the CMC Live show. These students will be responsible for coordinating all of the show logistics including scheduling, obtaining stage plots and input lists, running sound check, "hiring" additional team members, and running the show.

## COURSE REQUIREMENTS:

- Students are required to attend all classes. Habitual tardiness or absence, defined as 5 or more tardies/absences, will result in the reduction of one full letter grade.
- Preparation: Students are expected to come to class fully prepared to discuss all relevant materials.
- Participation: A successful student will regularly participate in classrooms discussions and Q&A periods. Mere passive observation will negatively impact your grade.
- Reading, Listening and Viewing: Extensive reading, listening and film viewing will be required. Student participation will be monitored via discussions, reports, quizzes and papers.

## REQUIRED READING:

- Allen, Paul, "Artist Management for the Music Business" 2007. Select readings.
- Sample artist management contracts
- National act booking contract from The Agency Group
- National act booking contract from ICM (International Creative Management)
- Sample booking contracts for local and regional bands.
- BMI Licensing Agreement



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## GRADING:

It is important to note that grades are not an assessment of your soul, your potential, or even hard work. They are an assessment of the quality of your work in this class. We also place great value on your attitude and demonstration of improvement.

The following is the CCCU Student Programs grading policy. This policy is administered by all CCCU Student Programs worldwide. The CCCU prides itself on the competitive nature of its admissions and its courses. Please note that a "B" is a good grade that represents "competent and complete" work. "A" grades are earned only by "superior" work. By that definition, "A" grades are a minority of grades earned by students. It is not impossible to earn an "A," but it is difficult.

A = Excellent creative and integrative work, revealing superior analysis and content.

B = Good work, competent and complete

C = Adequate work

D = Less than adequate work

F = Completely fails to meet expectations

We are always open to discussing any concerns over grading. If you have any questions or concerns, please come see me.

## FINAL GRADE BREAKDOWN

- 25% Attendance
- 25% Participation
- 25% Practicum
- 25% Final Exam

## GRADE PERCENTAGE VALUES

Letter grades have the following percentage values:

- A 93-100
- A- 90-92
- B+ 87-89
- B 83-86
- B- 80-82

(same pattern continues for other letter grades)

## REPORTING GRADES

At the mid-term of the semester, students will meet individually with me to receive feedback on their work. Final grades for the course will be mailed to students and their home institution after the completion of the semester.

## ACADEMIC DISHONESTY

In the event of plagiarism, no credit will be granted for the assignment. Other disciplinary action may follow.



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## COURSE SCHEDULE

- Week 1: Why the Music Business? / Intro to Production Management
- Week 2: Shift from "The Machine" to DIY
- Week 3: Music Marketing and New Media
- Week 4: Session Tracking Week
- Week 5: Booking
- Week 6: Copyright and Publishing
- Week 7: Artist Management
- Week 8: Touring / Road Management / Advanced Production -Students are "hired" for each position needed for planning, implementing, and production of the tour. Selections are chosen by faculty based on performance throughout the semester.
- Week 9: Budgeting
- Week 10: Tour Preparation
- Week 11: Tour Preparation
- Week 12: Tour
- Week 13: Licensing and Music Supervision
- Week 14: Wrap up and Final Examination