



LEBANON VALLEY COLLEGE • MRT/ MBS PROGRAMS

- Intro to the Music Business (WI) – MBS 371 sections 1 and 2 • Fall 2009
- Instructor: Jeff Snyder
- Office: 112 Blair Music Office Complex • Telephone: 867-6277 • E-mail: Snyder@Lvc.edu
- Class Time: MWF 10-10:50AM (section 1) 1 – 2PM (section 2)

This syllabus is a general description about the purpose and goals of the class. Students should read it to understand the parameters and requirements expected of you. Please ask the instructor about any portion of this syllabus that you do not understand. *The instructor retains the right to modify this syllabus at anytime.* If this takes place, students will be informed before the modifications are implemented.

COURSE DESCRIPTION:

There are two goals for this class:

The first goal of this course is to help students gain an understanding and appreciation of all segments of the music industry.

The second goal of this course is to develop the ability to communicate by effective writing. Students participate in a music-industry driven writing program that require proficiency in proper syntax, grammatical form, punctuation, spelling, and organization of material in a logical manner. Throughout the course, students practice written communication skills by writing papers based on industry research, discussion, and observation.

This course consists of discussion, research, field assignments, presentations, guest speakers, and student reports.

MICLVC 2009

Various speakers in the music industry will visit the program outside of the MBS 371 class. LVC will host a music conference Saturday, November 21. All MBS 371 students are **required** to participate in organizing the conference, and must attend the total conference, including set-up and breakdown. Students should **make plans now!** A paper about the conference will be assigned.

COURSE OBJECTIVES:

To develop:

- Knowledge about marketing techniques used by record labels and music acts.
- An understanding of the structure of the recording industry.
- Knowledge about product distribution.
- Knowledge about copyright, songwriting, publishing, and royalties.
- Knowledge about the role of managers, agents, and agencies in the music industry.
- An awareness of present and future music industry trends.
- Research and writing skills.

TEXTBOOKS:

Anon. (2005). *Publication manual of the American Psychological Association (5th ed.)*. Washington, DC: American Psychological Association.

Used as the primary resource for using APA writing style. Note that the Hacker Writer's Reference book is *not* a good source of APA style writing.

Passman, D. (2006). *All you need to know about the music business (6th ed.)*. New York, NY: Free Press.

Used as the primary resource guide about various segments of the music industry.

PERIODICALS:

- *Billboard Magazine*. Issued weekly and available in the library and MRT hallway closet. Periodicals may not be removed from the library and MRT areas.
- *Rolling Stone*. Issued monthly and available in the library.
- There are various other music industry centered magazines located in the library and Blair hallway closet. *Mix*, *Keyboard*, *Performing Songwriter*, *Grammy*, *Music Biz*, and various other magazines are available for research. Do not remove any magazines from the hallway (seek permission from the instructor to temporarily remove any issues). Chairs are provided for reading purposes.

INTERNET:

- Much research can be made on the Internet. An excellent source for industry news is **Mi2N.com**. Subscribing to it and the other services (independent label news, etc.) is recommended. Please remember that all sites used must be cited in your research. Therefore, be sure to use sites that are authentic and accurate (not created by a six-year old fan of Ozzy).
- Instructor's Webpage: <http://lostsurfer.net> This syllabus and other links and materials may be posted on the class portion of this Webpage

COURSE REQUIREMENTS:

- Textbook reading assignments are REQUIRED as they provide the necessary background information for class discussions.
- Field assignments are a significant part of the course. Proper behavior during the field assignments is a must since you will be representing the college and the MRT/MBS programs.
- Class participation is required. Contribution to discussions may be figured into the final grade.
- Peer proofing of papers, group presentations, and other student-to-student interactions must be effectively contributed to.
- The classroom door may be locked at the time class is scheduled to begin. Consistent tardiness may result in the dreaded 'talk' with the professor and/or reported to the Dean.
- All assignments are due as indicated.
- This is a writing intensive course. The A.P.A. style for research papers must be used as described by the professor.
- Oral reports discussing articles of significance to the music industry will be required. Discussions by the class will follow most reports.
- Civil behavior is expected from all students.
- Disrespect shown for classmates or instructor *will result in being immediately removed from the class until the Dean states otherwise*.
- Students are expected to remain quiet and respectfully pay attention to student and instructor discussions or presentations.
- Whispering, private conversations, studying for other classes, and any other distractions or rude displays while the instructor or fellow students discuss or present course material will be considered to be disrespectful and may result in expulsion from the classroom and grade penalties.
- Packing up books and other distractions before the class is dismissed will be considered to be disrespectful.
- Drunkenness or coming to class 'under the influence' will result in expulsion from the class until the Dean states otherwise.

ACADEMIC DISHONESTY

- Plagiarism, copying materials (regardless of the amount) without citation, or not attributing ideas, analysis, thoughts, opinions, etc. to the true originator(s) will be considered to be plagiarism/theft.
- Using or acquiring illegal copies of music in any form (CDs, MP3s, etc.) for use in this class will be considered to be theft.
- Signing another student's signature to a peer-proofed paper will be considered to be a form of academic dishonesty.
- Signing a peer-proofed paper, while having not actually read the paper, will be considered to be academic dishonesty.

Once academically dishonest work has been submitted, the instructor shall report the suspected incidence to the coordinator of academic advising. At the moment the work has been submitted, the student involved forfeits the right to withdraw from the course or to change his or her course status in any way. Plagiarism will result in automatic 0 points for the paper, possible failure of the course, and possible expulsion from the college. Any plagiarism *will* be reported to the Dean.

GRADING:

The possible points for each paper, assignment, report, etc., will be announced when they are given to the class.

Grading will become tougher as the semester progresses. As students learn what is expected, repetition of errors will be progressively judged more harshly. This may mean that some incorrect elements of early papers that do not affect the grade, may affect the grade in later papers. This is not an inconsistency in grading, but rather greater expectations by the instructor.

Grading will be assigned the following point values (unless stated otherwise verbally when assignment is given):

- Reports and papers (pet reports): minimum 4 pages (including cover, TOC, and bib) = 50 points
- Talking point questions (meeting all requirements): 1 page = 10 points deducted from total semester grade for each missed paper.
- Research assignments and papers: minimum 5-7 pages (including cover, TOC, and bib) = 200 points each
- Final paper: minimum: 9-12 pages (including cover, TOC, and bib) = 400 points

There may be group projects that involve major record label research. Lack of participation and contribution to the group will result in – 50 points.

Taking the total points of all assignments and comparing them to the total points earned will determine the mid-term and final grades.

Standards for Evaluation Number-to-Letter Conversion:

100 points: 0-59 F, 60-62 D-, 63-66 D, 67-69 D+, 70-72 C-, 73-76 C, 77-79 C+, 80-82 B-, 83-86 B, 87-89 B+, 90-92 A-, 93-100 A

50 points: 0-30 F, 31 – 32 D-, 33 – D, 34 – 35 D+, 36 – 37 C-, 38 C, 39 – 40 C+, 41 – 42 B-, 43 – 44 B, 45 – 47 B+, 48 A -, 49 – 50 A

Grades will be presented in qualitative terms. Terms given will be: Superior (A), Above Average (B), Average (C), Below Average (D), Failure (F) and +/- variations of each. *Only superior work will result in a grade of superior.*

The instructor retains the privilege of changing the number of papers, quizzes, and point values with proper notice.

TESTING:

- There will be no standard tests for this course. The final grade will be based on paper assignments, presentations, and class participation.
- Pop-quizzes *may* be given to determine if reading assignments are followed. Point values of the pop-quizzes will be announced at the time of the quiz.

TALKING POINTS

Various non-textbook reading assignments will be given based on handouts, the Internet, or other sources. Students will come to class with 2 talking points based on the reading. Talking points are points of interest, opinions, observations, questions, etc. The talking points must be printed (no last minute hand-written papers will be accepted). Students will be randomly called on to bring up their talking points for class discussion. The talking points will be gathered in class. None will be accepted after class.

PAPERS:

Papers and research make up the core of this class. Papers are required in two types:

- Pet/industry reports usually due the Friday of every other week (unless specified otherwise or if a specific topic paper is due the same time, then a pet report is skipped).
- Specific topic papers due every 3-4 weeks. These papers will involve research based on reading assignments, field assignments, the conference, and specified topics. Parameters and topics will be provided at the time of the assignment.

Writing help:

- It is highly recommended that the Writing Center be utilized for help in writing papers.
- The instructor will scan drafts for obvious mistakes *up two days before the deadline*. If an assignment is due on Friday, the instructor will be glad to look over papers until he leaves on the Wednesday before the due-date. It is up to the student to arrange this.
- The APA textbook is the primary source for questions concerning writing style.
- The instructor is more than willing (very willing) to go over the papers of students on a one-to-one basis once they have been returned. It is up to the student to arrange this.

Peer Proofing:

Each student will have a classmate, assigned by the instructor, who will proof the paper before it is turned in. The proofreader will sign and date the paper. The proofed copy will be turned in with the final paper. The proofreader is not to rewrite the paper, but rather to just highlight trouble areas or offer advice. The proofreader will proof the paper with hard copy only...not in digital format. The hard copy will be included with the turned in paper.

- Poor proofing may result in 25 points being deducted from the proofreader's semester grade per incident.
- Failure to have the paper proofed will result in the loss of 25 points to the grade of the paper.

Deadlines:

- Deadlines must be met. Failure to meet deadlines will result in a 0 grade for the paper. If a student cannot be in class, he/she must drop the paper in the instructor's box *before* the paper is due, or have a classmate deliver it to the professor before the beginning or during class.
- Emailed papers *will not* be accepted, in place of hard copy unless specifically *requested* by the instructor.
- This is a no mercy policy.

Paper Submission requirements:

- All papers must be turned in by the deadline in a folder as described
- Professional presentation is expected.

FIELD ASSIGNMENTS and PAPERS:

- Various field assignments will be made. These assignments will call for the students to visit or contact various Music Industry related businesses and individuals *away* from the college campus.
- These field assignments will be research oriented with specific goals in mind that will culminate in major papers.
- Students will have a *minimum* of two weeks to complete the assignment and associated paper.
- These assignments will be made during class. In the case of an absence, it is the responsibility of the student to get the assignment from classmates. Students should not approach the instructor for the assignment, except in the case of excused absences described later in this syllabus.
- Most paper assignments, other than specific Pet Reports, will be handed out in printed form. Some specific parameters, suggestions, and requirements of, and about, the assignments may be made *verbally* when the assignment is given in class. In case of absence, it is important that each student finds specificities about the assignment from classmates. That these parameters, suggestions, and requirements may not be specifically stated in the handouts, or on the Web site, *is not an excuse* for not meeting the requirements of the assignment as stated in class and will not be tolerated.
- Each student is encouraged to speak up in class with any questions or concerns about the assignments. Students may also approach the instructor outside of class for any clarifications about the assignments. It is preferred that questions are raised in class since other students may benefit from the answers to the questions.
- If students do not ask questions about an assignment, the instructor will assume that the assignment is completely understood. The statement, "I didn't know," will not constitute a valid excuse for not meeting the requirements of the paper.

ATTENDANCE:

- Attendance will not be taken for this class except for the initial weeks of class (do not assume that this in anyway suggests that it is OK to randomly attend class or that the instructor will not notice absences).
- You are responsible for all material discussed in class. You must get this from classmates.
- You are responsible for all assignments given in class. You must get this from classmates.
- There will be no make-up presentations.
- There will be no make-up pop-quizzes.
- There will be no deadline extensions (except for excused absences as stated later in this syllabus).
- Consistent attendance will be a factor in borderline grades.
- Consistent absences (3 or more) may be reported to the Dean in an Early Warning Report.
- Do not ask the instructor to discuss assignments, or review material missed because of skipping a class - except for excused absences as stated below.

EXCUSED ABSENCES:

- Illness verified by the instructor.
- Family emergency (verified by the Dean of Students).
- Inclement weather (classes canceled)

If one of the exceptions (except for cancelled classes) takes place, the instructor should be contacted as soon as possible. Any and all papers or presentations will be due the first class upon return.

Disabilities and Medical Conditions: If you have a physical, medical, psychological, or learning disability that is going to impact your attendance or require accommodation, please let me know. In order to ensure that your learning needs are appropriately met, you will need to provide documentation of your disability or medical condition to the Coordinator of Disability Services in Humanities 206-D, 867-6071. The Office of Disability Services will then provide a letter of verification of disability that describes the accommodations needed for this class.

TARDINESS:

Don't be late...period.

INSTRUCTOR CONTACT:

The instructor's office hours are posted on the door of his office and Webpage. Though students may try to drop by for consultation, it is *highly recommended* that appointments be made. Arranging an appointment is best achieved by stating in E-mail the purpose of the appointment and possible times to meet. *The instructor is more than willing to meet with any student that wishes to speak to him.* Students *must* take the initiative to meet the instructor to discuss any class or personal issues.

TENTATIVE CLASS TOPIC ORDER: *The instructor retains the privilege of changing the order of topics covered. Reading assignments and talking points will be given before each topic to be discussed. Current events, guests, speakers, or specific interests will take precedent over any set schedule of topics and discussions. We will chase rabbits! Some topics may be discussed in more detail than originally planned if there is significant interest, or if there are significant events that take place in the music industry.*

- Writing
- Ethics
- State of the industry
- Copyright : chapter 15

- Publishing: chapters 16, 17, 19
- Songwriting: chapters 18, 20, 21, 29, 30
- Licensing, Royalties and Collection chapter: 31, 13
- BDS / SoundScan pp: 148 - 149
- Record Labels and Organizations chapter: 7
- Record Contracts chapters: 8, 9, 12, 22
- Distribution chapter 14
- Producers, mixers chapter: 11
- Retail
- Agents and Managers chapter: 2, 3, 4, 5, 6
- Record marketing chapters: 24, 25
- Unions, Performance chapter 23

Most, but not all, Fridays, will be dedicated to pet and industry reports as each student will have the opportunity to tell the rest of the class significant events, strategies, and other findings about his or her pet. Each student **MUST** have the latest chart position of the release each Friday.

Professionals in the music industry will be invited to talk to the class. These guests are invited whenever opportunities arise. Therefore, it is virtually impossible to accurately establish a specific calendar of topics discussed each day of the semester.

Specific planned dates:

- TBA The Cyprus String Quartet will talk to the class about making a living in the classical genre of music.
- 11/20 The Friday before the conference will be devoted to conference preparation.
- Monday 10/12 fall break. No class
- 11/27 Thanksgiving....No class

Therefore, reading assignments will be given in class. Getting the reading assignment is the responsibility of each student that may miss a class. In the case of absence, the assignment should be attained from fellow classmates and not the instructor, except in cases of excused absences as described previously.

Disabilities

If you have a physical, medical, psychological, or learning disability that is going to impact your attendance or require accommodation, please let me know. In order to ensure that your learning needs are appropriately met, you will need to provide documentation of your disability or medical condition to the Director of Disability Services in Humanities 206-D, 867-6071. The Office of Disability Services will then provide a letter of verification of disability that describes the accommodations needed for this class.

It is the responsibility of the student to read and understand this syllabus. If a student does not understand any portion of this syllabus, the instructor will be glad to answer any questions. If a student does not ask questions, the instructor will assume that the student understands and agrees to the requirements as stated. If a student does not agree to the class parameters as set forth in the syllabus, the student must withdraw from the class the first week of the semester.