

COURSE SYLLABUS

MMP100 – Survey of the Music Industry

Fall, 2018

Tu/Th 12:30–1:45 p.m. in RB 125

PROFESSOR

[Dr. Robert Willey](#)

Email: rkwilley@bsu.edu. Email is normally answered within 24 hours if sent between Monday 8:00 a.m. and Friday 2:00 p.m.

Office: Music Instruction Building MI 211, across the street from Emens Auditorium, at the top of the stairs by the left-most entrance.

Phone: (765) 285-5537

Office hours: <http://rkwilley.com/calendar>

COURSE DESCRIPTION

An examination of the music industry in the digital age. Topics include changes in the music industry, copyright, publishing, live performance, revenue streams, marketing, and opportunities in the Midwest.

COURSE OBJECTIVES

As a result of taking this class, you should be able to:

- Explain how the music industry has changed, and how it works today.
- Describe music and entertainment opportunities in the Midwest.
- Locate and evaluate appropriate venues for touring musicians.
- Design merchandise and social media messages for musicians.
- Understand how your choices in music are influenced by marketing, and how to discover new music from independent artists.
- Explain how copyright works, and what it covers.
- Apply techniques to make your learning process more effective.

RATIONALE

This course helps students understand how the music business functions and its career options. It satisfies a Fine Arts Tier II requirement for some students and serves as an introduction to the music and entertainment industry for students in the Music Media Production and Industry program.

PREREQUISITE

None.

REQUIRED MATERIALS

Textbook: Robert Willey, *Introduction to the Music Industry: Midwest Edition*. Kendall Hunt, 2018.

Subscription to Top Hat polling system. See the professor if you do not receive an invitation through Blackboard, or do not have a phone, tablet, or laptop that you can bring to class every day.

Bring **paper or notebook and a pencil or pen** to class every day in order to take handwritten notes and complete class exercises.

RECOMMENDED READING

Donald Passman, *All You Need to Know About the Music Business*.

More suggestions at <http://rkwilley.com/bibliography>

ASSIGNMENTS and GRADING

This course uses a system of “Specifications Grading” in which all grading is done pass/no-credit. Pay close attention to the specifications outlined each week on Blackboard as there will be no partial credit for any assignment. See Blackboard for an overview list of assignments and due dates, and the section for each week where the specifications for the assignments are detailed.

There will be 25 assignments this semester divided into four bundles. Each bundle has a different minimum number of assignments that you must pass in order to get CREDIT for it:

- **Reading Bundle:** you must pass at least 8 out of the 10 reading assignments to get CREDIT for it.
- **Activity Bundle:** you must pass at least 8 out of the 10 activities to get CREDIT for it.
- **Discussion Bundle:** you must pass a least 3 of the 4 discussions to get CREDIT for it.
- **Final Project Bundle:** you must complete a Final Project to get CREDIT for it.

Please note that if you do not pass the minimum number of assignments for a bundle you will get no credit for your work on it. For example, if you only pass 7 of the assignments in the Reading Bundle you will get no credit for the 7 that you passed.

Your grade for the semester will be based on how many bundles you received CREDIT for:

- A – all 4 bundles
- B – any 3 bundles
- C – any 2 bundles
- D – any 1 bundle
- F – no bundles

While this system creates higher expectations and rigor, it also includes some features designed to give you flexibility in how you allot your time and effort to achieve the grade you want to get in the class. As previously stated, you only need to pass 80% of the assignments in the Reading Bundle, 80% in the Activity Bundle, and 75% in the Discussion Bundle. In addition, we use a system of

“tokens” which you can use to turn Reading or Activity assignments, or redo those that you didn’t pass up until two weeks after they were originally due. You also have the option of earning 1 or 2 extra tokens by writing a book report or answering questions on documentaries. If you use a token to turn in an assignment late, be extra careful to follow the specifications for the assignment so that you don’t have to use a second one to redo it in order to pass.

We will begin working on the Final Project on November 6th. Look on Blackboard for more information if you would like to get started earlier.

ATTENDANCE

Attendance will be taken using the TopHat beginning on August 28. If you arrive late you will be counted absent. If you must leave early, speak with the professor before class or you may be marked absent for leaving before class ends. Turn in a slip of paper with your name, date, and description of the problem to the professor after class if your TopHat device is not working. Report any problems to the professor immediately so that you are not counted absent. Check your attendance history on Blackboard regularly to make sure your attendance is being recorded properly.

Attendance will be taken on 14 days over the course of the semester: Tuesdays through October 30, and on November 27 and 29th and December 4th, 6th, and 11th. Attendance will not be taken on the Thursdays up through November 15th when we have Small Group discussions. You are required to be present only on the Thursdays that your group presents in order to get credit for those Discussions. See the Schedule on Blackboard to find out on which Thursdays your small group will present.

After 3 unexcused absences of the 14 we are recording, your grade will be lowered one letter grade for each class you miss. If, for example, you had earned an “A” in the class but have 4 unexcused absences, your grade will be lowered one letter and you will receive a “B” for the semester. If you had earned an “A” but have 5 unexcused absences your grade will be lowered two letters and you will receive a “C”, etc.

If you miss class for a University sponsored event, illness, or an emergency, present appropriate documentation at the end of class on the first day you return. Determination of what constitutes an excused absence will be solely at the professor’s discretion.

Class Meeting Schedule – Attendance will be taken on the days highlighted in yellow

Week	Tues	Thurs
1 Aug 20–26	Orientation	[D-1] Group A: 12:30-1:05 Group B: 1:10–1:45
2 Aug 27–Sep 2	Chapter 1	[D-1] Group C: 12:30-1:05 Group D: 1:10–1:45
3 Sep 3–9	Chapter 2	[D-1] Group E: 12:30-1:05 Group F: 1:10–1:45
4 Sep 10–16	Chapter 3	[D-2] Group C: 12:30-1:05 Group D: 1:10–1:45
5 Sep 17–23	Chapter 4	[D-2] Group E: 12:30-1:05 Group F: 1:10–1:45
6 Sep 24–30	Chapter 5	[D-2] Group A: 12:30-1:05 Group B: 1:10–1:45
7 Oct 1–7	Chapter 7	[D-3] Group E: 12:30-1:05 Group F: 1:10–1:45
8 Oct 8–14	Fall Break	Chapter 6 (no class)
9 Oct 15–21	Chapter 8	[D-3] Group A: 12:30-1:05 Group B: 1:10–1:45
10 Oct 22–28	Chapter 9	[D-3] Group C: 12:30-1:05 Group D: 1:10–1:45
11 Oct 29–Nov 4	Chapter 10	[D-4] Group A: 12:30-1:05 Group B: 1:10–1:45
12 Nov 5–11	Developing a Final Project	[D-4] Group C: 12:30-1:05 Group D: 1:10–1:45
13 Nov 12–18	How to present a Final Project	[D-4] Group E: 12:30-1:05 Group F: 1:10–1:45
14 Nov 19–25	Rehearse Final Project	Thanksgiving, turn in link to Final Project Presentation by Nov 23
15 Nov 26–Dec 2	Presentations	Presentations
16 Dec 3–9	Presentations	Presentations
Final Exam Tuesday, Dec 12 12:00–2:00 pm	Final Project presentations	

SERVICES

Please contact the professor as soon as possible if you need course adaptations or accommodations due to a disability. Ball State's Disability Services office coordinates services for students with disabilities. Documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

It is not unusual for personal issues to arise while you are in school. Free and confidential psychological and career services are provided through the BSU Counseling Center located in room Lucina Hall room 320 from 8 a.m. to 5:00 p.m. For more information, call 285-1736 or go to <http://cms.bsu.edu/campuslife/counselingcenter>.

CLASSROOM BEHAVIOR

You should come to class with a writing implement and notebook and be ready to work. Bring a cell phone, tablet, or laptop to class every day. Please do not talk after the professor calls the class to order. If you continue to talk during lecture you may be asked to leave the room.

Students are expected to be courteous and constructive in their comments in class and on the online discussion boards. Issues that need to be addressed such as grades, participation in class, etc. can be addressed in a meeting during office hours or by appointment.

DIVERSITY

Ball State University aspires to be a university that attracts and retains a diverse faculty, staff and student body. We are committed to ensuring that all members of the campus community are welcome through our practice of valuing the various experiences and world views of those we serve. We promote a culture of respect and civil discourse as evident in our Beneficence Pledge. For Bias Incident Response service information, go to bsu.edu/multiculturalcenter/bias or e-mail mc2@bsu.edu.

Assignment Overview with Due Dates – This is a tentative schedule. Watch for updates on Blackboard.

Week	Due	Reading	Activity	Discussion	Final Project
1				[D-1] Band/Artist	
2	Aug 28	[R-1] Chap 1 History	[A-1] Time Travel	post your preparation work by Aug 22	
3	Sep 4	[R-2] Chap 2 Artist's team	[A-2] Band/Artist		
4	Sep 11	[R-3] Chap 3 Traditional marketing	[A-3] Press release	[D-2] Merchandise	
5	Sep 18	[R-4] Chap 4 Digital marketing	[A-4] Branding	post your preparation work by Sep 12	
6	Sep 25	[R-5] Chap 5 Copyright	[A-5] Social media		
7	Oct 2	[R-6] Chap 7 Record Industry	[A-6] Copyright Criminals documentary		
8	Oct 9	[R-7] Chap 6 Publishing revenue	[A-7] Ethics	[D-3] Sampling role playing	
9	Oct 16	[R-8] Chap 8 Live performance	[A-8] Radio log		
10	Oct 23	[R-9] Chap 9 Music business today			
11	Oct 30	[R-10] Chap 10 Opportunities in Midwest	[A-9] Venues	[D-4] Touring	
12				post your preparation work by Oct 17	
13					
14					
15					
16					
Final Exam	Tuesday, Dec 12 12:00–2:00 pm		[A-10] Reflection		Presentations post Powerpoint or link by Nov 23