

MUM 2702

Professor Calle

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**OFFICE HOURS:**

<b><u>DAY</u></b>	<b><u>Hours</u></b>
Monday	3:00 PM – 4:50 PM
Tuesday	7:15 AM – 8:15 AM 9:50 AM – 11:05 AM 4:05 PM – 6:55 PM
Wednesday	3:00 PM – 4:50 PM
Thursday	7:15 AM – 8:15 AM 9:50 AM – 11:05 AM

**BOOKS:**

Passman, D. (2003). All you need to know about the music business (5<sup>th</sup> ed.). New York, NY: Free Press. ISBN: 0743246373

Baskerville, D. (2003). Music business handbook and career guide (8<sup>th</sup> ed.). Thousand Oaks, CA: Sage Publications. ISBN: 1412904382

**Requirements:** The textbooks, a valid E-mail account, access to the World Wide Web, a writing instrument and a notebook.

**Attendance** is mandatory. At least 75% of the material comes from class presentations. You will earn 5 points for each class attended. If you are tardy you will only receive 2 points. Students who regularly leave class early will earn ZERO points for attendance and will administratively dropped from the roll at the appropriate time. Students who do not attend class regularly and are failing will be purged from the role at the appropriate time.

**IMPORTANT ATTENDANCE NOTE:** THERE WILL BE ABSOLUTELY NO MAKE-UPS FOR MISSED EXAMS, QUIZES OR ASSIGNMENTS DUE TO AN UNEXCUSED ABSENCE. IF YOU MISS AN EXAM, QUIZ OR ASSIGNMENT, YOU WILL EARN A ZERO.

**Tests:** You will take at least 4 tests and a final exam. Each test will be weighted equally and worth between 100 and 200 points

**Tests:** You will have at least three tests and a final exam. Each test will be worth between 100 and 200 points. Quantity of reading assignments and numbers of tests and homework assignments listed on this syllabus may be altered or changed at the instructor's discretion.

**Assignments/Projects:** You will have at least 6 business plans due. Each project will be worth 100 points.

**Grade Calculation:** Exams, assignments and attendance are all accounted for in your grade. Attendance and class participation count as regular test grades.

A = 90 -100

B = 80 – 89

C = 70 -79

D = 60 – 69

F = 59 and under

**Topics covered:** Music careers overview, artist promotion, song writing, merchandising/retail, concert promotion, session musicians, unions, production coordinator, manager contracts and responsibilities, product/artist development, self-promotion, artist contracts and responsibilities, technical riders, stage plots, home/project studio, jingle houses, commercial recording facilities, record company analysis and setup, music therapy.

Reading assignments will be given after each class lecture.