

2014

MUSC 120-01 Behind the Music: Career Management for Musicians

Matthew Anklan

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BEHIND THE MUSIC: CAREER MANAGEMENT FOR MUSICIANS

Instructor: Matthew Anklan

Class Meetings: MWF, 12:00

Course Description: The course will utilize numerous famous successes and failures in the music industry to exemplify entrepreneurial aspects of a professional musician's career. The course will also cover specifics of how to manage the finances, self-promotion, and other logistics of being a professional musician.

Week 1 - Overview

Part 1 - Music as Intellectual Property

Week 2 - Copyright Law

Week 3 - Licensing

Week 4 - Songwriting and Publishing

Part 2 - Recording and Distribution

Week 5 - Record labels, Marketing and Promotion

Week 6 - Broadcasting, Streaming and Distribution

Part 3 - Management and Organizations

Week 7 - Artist Management

Week 8 - Concert Production

Week 9 - Non-Profit Arts Organizations

Part 4 - Music Products and Promotion

Week 10 - Music Products and Manufactures

Week 11 - Music Retail

Week 12 - Online Marketing and Distribution

Part 5 - Careers in the Music Industry

Week 13 - Career Options

Week 14 - Entrepreneurship

Week 15 - Internships

Week 16 - Cover Letters and CVs