

MUSIC INDUSTRY FUNDAMENTALS: MSC IND 2

Professor/Coach: Bobby Borg. I'm committed to helping you turn your art into a more successful business. Let's have fun, learn, and succeed!

Course Overview: This class presents an overview of the music industry—from the deals, dollars, and stakeholders—to a deep dive into DIY planning methods and strategies for pursuing a music career today and beyond.

Course Schedule: A Weekly Breakdown

Week	Campus Lecture Topic	Due in Canvas by 6:29 PM (S = Solo; T = Team)
1.	Preparing For & Understanding The Class • Syllabus Review, Who Am I, Forming Teams	.S: Download and Read Syllabus .T: Meet Your Team 1 (6 Cap) & Get Contact Info (start in-class) .S: Purchase Business Basics For Musicians: Due Immediately
2.	Making & Selling Records 1 & 2 • Structure, Deals, Distribution, Pros/Cons, DIY or Die	.S: Read Chapter 1: Due 1/17 .S: Watch Videos: Due 1/17 .S: Do Quiz 1: Due 1/17 .T: Team Contracts & Declaration of Persona: Due 1/17 .S: Listen Latest Episode: Your Morning Coffee Podcast .S: Bring Your Physical or Digital Book to Class: Due 1/17
3.	DIY Plan of Attack 1: Research • Vision, OSWT, Customers, Competitors, R & D	.S: Read Ch 13-14 & Watch Videos: Due 1/24 .Watch Videos: Due 1/24 .S: Do Quiz 2: Due: 1/24
4.	DIY Plan of Attack 2: Goal Setting & Strategy • SMART Goals, Branding, Product, Pricing	.S: Watch Planning Videos: Due 1/31 .T: CheckPoint 1: Vision, OSWT, Customers, Competitors, R&D: Due 1/31
5.	DIY Plan of Attack 3: Strategy & Assembling • Placing, Promotion, Costs, Timeline	.S: Watch Planning Videos: Due 2/7 .T: Checkpoint 2: SMART Goals, Branding, Product, Pricing: Due 2/7
6.	Team In-Class Presentation Summaries*	.S: Watch Planning Videos: Due 2/14 .T: CheckPoint 3: Placing, Promo, Measuring, Costs, Timeline: Due 2/14 .T: PowerPoint Plan of Attack Presentation Summary: Due 2/14 .T: Present Team Summary (in Class): Due 2/14 .S: In-Class Presentation Critiques: Due 2/14 11:59 PM)
7.	Team Players & Other Key Stakeholders • Managers, Producers, Attorneys, Agents, & Biz MGMT • Form Student Teams 2	.S: Read Ch 8-12: Due 2/21 .S: Watch Videos: Due 2/21 .S: Do Quiz 3: Due 2/21 .S: Listen Latest Episode: Your Morning Coffee Podcast .T: Meet Team 2 (3 Cap) & Get Contact Info (start in-class)
8.	Music Publishing & Copyright Basics • Copyright Basics, Types of Money, Deals & More	.S: Read Ch15-20: Due 2/28 .S: Watch Videos: Due 2/28 .S: Do Quiz 4: Due 2/28 .T: Team Contract 2 & Declaration of Zoom Interview: Due 2/28 .S: Listen Latest Episode: Your Morning Coffee Podcast
9.	CLASS ON ZOOM: Live Performing & Merchandising • When to Perform, Types of Deals, Merch Deals, More	.S: Read Ch 21-25: Due 3/6 .S: Watch Videos: Due 11/29 .S: Do Quiz 5: Due 3/6 .S: Listen Latest Episode: Your Morning Coffee Podcast
10.	Pursuing a Career in the New Music Industry • Tips of Surviving the Biz, Execution Strategies, More	.T: Team Zoom/YouTube Industry Interview: Due 3/13

Description and Assessment of Assignments:

1. Purchase Business Basics For Musicians Second Edition (Required): All students must bring book to class on week 2 and show it to the instructor. Students are expected to observe US Copyright law—no unauthorized hacked PDFs or unauthorized copied chapters permitted. Be clear that The Fair Use Doctrine under US Copyright Act Section 107 does not apply under these circumstances. Note: Students are free to begin reading on their own—there are a lot of chapters later in class and you might like to get ahead. Additionally, students should also bookmark Your Morning Coffee Podcast: <https://yourmorning.coffee>

2. Team Contract 1 & Declaration of Artist Persona (2 pts.): Class teams put together a bullet-point contract indicating when they will meet to complete assignments, the level of work they all commit to, how they will make decisions, who will submit work on behalf of the team, etc. Teams also pick the artist persona (listed in Canvas) on which they wish to focus their plan of attack mid-term presentations. Note that the personas are all DIY low-budget artists just getting started and all your work should reflect this position. Only one team member uploads the HW listing all members in alphabetical order.

3. Team Plan of Attack CheckPoints (3 x 7 pts = 21Pts.): Teams first listen to instructor lectures, watch videos, and refer to sample plans of attacks provided in Canvas and then work as a team to create sections of a plan of attack as assigned weekly. Be sure to format the plan of attack EXACTLY as the sample, to include all parts just like the sample, and make sure it is aligned with your artist persona. Note this is a checkpoint: So teams are heavily graded just on their ability to meet the weekly deadline. Only one team member uploads the HW listing all members in alphabetical order. Please put your artist persona at the top.

4. Team PowerPoint Presentation Summary (25 pts.): Teams create an attractive PowerPoint slide-deck summary based on all of their weekly plan of attack checkpoints to show the class how they plan to market their artist. Include whatever you think is necessary to impress the class and instructor, but note that a great plan focuses on first year goals and the clever/creative campaign strategies (branding, placing, promoting, etc...) to achieve those goals. Remember, all decisions should be derived from your research and be aligned with your artist. Only one team member uploads the HW listing all members in alph order. Teams then present their summaries in class. Do NOT read slides, know your material, have a good personality, and be clear.

5. Individual In-Class Presentation Critiques (participation): All students write a critique during mid-term presentations of at least three student team presentations. Respond directly to the students post in the discussions. Be thoughtful in what you post focusing on what they did well and what they could have done better. Think not just about their slide decks, personalities and speaking skills, but on their material — how creative are their ideas, how aligned are their creative strategies with their artist persona. Word count does not matter, but I expect way more than a paragraph saying, “good job.”

6. Individual Quizzes (5 x 5 pts = 25 pts.): All students read the assigned readings and then take the quiz based on the class text/lectures. You can use your book, but note that the book and the tests are not always direct translations (you might have to interpret the text to find the right answer). You have two attempts and your score is the average of the two attempts. WARNING: Fill in the blank questions require inserting one grammatically correct word. Dotted line does not represent number of letters. Students are responsible for proper grammar (questions marked wrong because of incorrect grammar will not be adjusted by the instructor even if the student’s answer was in the ball park). Once you start the test you must finish it. 180 mins. Thank you.

7. Team Contract 2 & Declaration of Zoom Interview (2 pts.): Class teams put together a bullet-point contract indicating when they will meet to do complete assignments, the level of work they all commit to, how they will make decisions, who will submit work on behalf of the team, etc. Teams also find one industry person to interview via zoom and then record and upload their interview to YouTube. Any industry pro is welcome (producer, manager, attorney, etc.), but your team should focus your questions like 1) how he/she/they broke in, 2) current opportunities in the field/industry and 3) Where he/she/they think the industry is headed and why. **To be clear, you are only announcing this week the person you will interview for your final project, and that you are not actually conducting the interview this week.**

8. Team Zoom/YouTube Industry Interview (25 pts.): Student teams find one industry person to interview via zoom and then record and upload their interview to YouTube — post the link and make sure that that it is marked public or unlisted so that the instructor can open it. Any industry pro is welcome (producer, manager, attorney, etc.), but your team should focus your questions on 1) how he/she/they broke in, 2) current opportunities in the field/industry and 3) Where he/she/they think the industry is headed and why. Only one team member uploads the HW listing all members in alphabetical order.

Grading: Because we have a large class, and the instructor does not use personal graders, students will be graded largely for their ability to turn assignments in on time and in its proper formatting as indicated in the directions. It is expected that students are putting fourth their best efforts, following directions, and wanting to learn this material (the music industry is fun). Should students require more personal feedback, please ask questions in class and/or setup a personal meeting with me (and your team) via zoom. Note that we have both team and individual work (be a good team player). Grades are as follows: A+ 100-97; A 97-94; A- 94-90; B+ 90-97; B 87-84; B- 84-80; C+ 90-77; C 77-74; C- 74-70; F 70-0. ALL grade disputes must be SCHEDULED.

Due Dates: Instructor DOES NOT accept late assignments and in fact the class folders close after the due dates and will NOT be reopened. The word “LATE” does not exist in the professional world, nor does it in my class. Stay on your game, be sharp, and succeed. All students must reach out immediately if experiencing any problems. For health (medical) and mental health-related issues, please contact the proper UCLA departments and have them contact me. STUDENTS are responsible for uploading all assignments correctly. No extra time added for tech issues.

Course Conduct: Instructor prefers not to speak to a bunch of heads looking down at their computers. Students are expected to engage in conversation and help make the class a fun and educational environment for all of us. Students are required to return after breaks and announce their reasons for leaving the class if doing so before it has concluded. This is only respectful etiquette.

Objectives: By the completion of this class, students will be able to:

- Understand the basics of how the music industry works - from deals and dollars, to the stakeholders and more
- Understand how to construct a DIY marketing plan of attack
- Comprehend the complete music marketing process and important theoretical concepts
- Apply useful strategies for working cooperatively in teams

Instructor Socials:

- youtube.com/bobbyborg
- bobbyborg.com

Special Accommodation Students: Note The course is designed to be helpful to all students. There are no tests. You have three hours to complete weekly quizzes. There is 70% teamwork. Please remind the instructor if there are any personal needs you might have.

DISCLAIMERS: All materials presented are an observation of the industry and not necessarily the views of the instructor. The intention of this class is to make all students feel welcome, comfortable and included, but note that the music industry is not always the most straight-laced and politically correct place on earth. Speak with me first if you have any concerns. Thank you.