

**BUSINESS OF MUSIC I**  
**MUSIC 159**

**COURSE LEARNING OUTCOMES**

1. Develop ethical and professional behavior and communication skills for business dealings.
2. Develop appropriate skills for conflict resolution and mediation.
3. Learn to recognize bias, stereotyping and manipulation.
4. Make connections that create meaning and opportunity for lasting business relationships.
5. Develop appropriate observing, listening, analysis and responding skills for use in artist management, agent and attorney relationships.
6. Read and listen analytically with understanding and openness toward another viewpoint.
7. Understand the structure and communication needs of the music business and the importance of developing lasting professional relationships.
8. Develop abilities to successfully market yourself and your recording business to potential clients.
9. Learn personal skills for selling your product and developing long term business relationships.
10. Develop a personal artistic esthetic for success in the music industry.

**COURSE OUTLINE**

- I. Developing relationships in the business world
  - A. Professionalism
    1. Dress
    2. Demeanor
    3. Attitude
    4. Phone calls, emails and other forms of communication
    5. Timeliness
  - B. Basic communication skills
    1. Speaking skills
    2. Developing listening skills
    3. Developing observation skills
    4. Response techniques
  - C. Recognizing bias, stereotyping and manipulation
  - D. Determining accuracy, honesty and full disclosure in business relationships
- II. Artist management relationships
  - A. Types of relationships
  - B. Initiating a relationship
  - C. Developing effective communication skills for managers and artists
  - D. Conflict resolution
  - E. The personal management agreement
- III. Agents and attorneys
  - A. Assessing the need for agents and attorneys
    1. Determine needs of your business
    2. Evaluate your personal abilities in communication and relationships
    3. Research and assess available sources of assistance
  - B. Making connections
    1. First contact

- 2. Your first meeting
  - 3. The follow-up
  - C. Developing professional relationships
  - D. Communication skills
  - E. Ethics and attorneys
  - F. Financial consequences and benefits
  - G. Conflict resolution, mediation
- IV. Music business legal issues
- A. Unions and guilds
    - 1. Professional need
    - 2. Working with officials and staff
  - B. Performing right organizations
    - 1. Assessing your needs
    - 2. Developing the relationship
  - C. Licenses
  - D. Copyrights
  - E. Publishing
    - 1. Finding a publisher
    - 2. Negotiating the deal
    - 3. Maintaining the relationship
- V. Recording studio business
- A. Opportunities in the industry
  - B. Making the connections
    - 1. Where to go
    - 2. Who to talk to
    - 3. How to talk to them
  - C. Developing working relationships within the recording industry
  - D. Marketing your studio business
    - 1. Contacts and communication
    - 2. Promoting yourself to others
    - 3. Advertising your business
  - D. Salesmanship
    - 1. The art of negotiating
    - 2. Closing the deal
    - 3. Developing long term business relationships
- VI. Art versus commerce
- A. Music career opportunities
    - 1. Songwriting as a profession
    - 2. Performance opportunities
    - 3. Income prospects
    - 2. The human element
    - 3. Stress and relationships
  - B. Breaking into the profession
    - 1. Human relations 101
    - 2. To sell or not to sell(out)