

MUSIC BUSINESS PROGRAM

- **TRITON COLLEGE**
- Instructor: Jacquelyn Weiner- O'Shea
- jwomusicbiz@gmail.com
- **Music Business Certificate = 75 hours**
- **Music Business Overview – ongoing**
- 6 weeks/15 hours total
- *(prerequisite for both Advanced Courses)*
- **Advanced Courses Spring/Summer 2011**
- 12- 15 weeks/ 30 hrs each
- **Music Business Certificate = 75 hours**

Topics Covered in the Course

- **The Industry**

- ◆ You will be introduced to how the industry has grown over the past decades and the companies and people that run the industry
 - ω Industry Then and Now
 - ω Major Labels and Players
 - ω The Future of the Industry

- **Music Business Operations**

- ◆ This is an interesting look at how the music process and system works as well as the many different aspects of the industry.
 - ω Industry Terminology
 - ω From Idea to Sales
 - ω Careers in the Music Industry

- **Branding Yourself / Going Into Business**
- You will explore ways to brand yourself and /or your company.
 - ω Creating an Image
 - ω Start-up Business Plan
 - ω Cash Flow Projection

- **Building the Right Teams**
- You will learn what different teams are essential to success in the music business, as well as ways to build these teams with your available resources.
 - ω Business Team
 - ω Artist Development team
 - ω Performance Team

- **Marketing and Promotions**
- You will learn the difference between marketing and promotions and discover ways to have your product or message communicated.
 - † Analyzing Your Market
 - † Independent Promotions
 - † Marketing Plans

- **Radio**
- You will gain understanding of how radio works hand in hand with labels and ways to get airplay.
 - † College Radio
 - † Commercial Radio
 - † Becoming Radio- Ready

- **Distribution**
- This aspect reviews how to get albums made and out into the stores, the internet and the consumer.
 - ω Record Labels
 - ω Distribution Channels
 - ω Technology
- **Copyright and Licensing / Royalties and Publishing.**
- This area covers how credit, rights and money are divided and owned and how the disbursement and accounting is handled.
 - ω Musicians Unions
 - ω Performing Rights Organizations
 - ω Royalties

- **The Law**
- Get a head start on ways to negotiate contracts and agreements.
 - † Legal Terminology
 - † Contract Negotiation
 - † Negotiating Tips and Strategies

- **The Internet /Other**
- You will be given tips and tools on how the Internet can impact your business and help create fans globally.
 - † Marketing and Selling
 - † Performance and Visibility
 - † Other Technologies