

# MUSIC BUSINESS PROGRAM

- **TRITON COLLEGE**
- Instructor: Jacquelyn Weiner- O'Shea
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- **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