

MUSIC BUSINESS (MPAMB-GE)

MPAMB-GE 2001 Music Business Graduate Prof Development Sequence (0 Credits)

Typically offered Fall and Spring

A coordinated sequence of workshops, seminars & other activities that provides professional development for Music Business Graduate Program students from their first to last semesters. The sequence has two components: Workshops and Executive Connection. Both components are coordinated with a third: Music Business Graduate Internship, which is a separate for-credit course (E85.2510), & supported by an online component.

Grading: Grad Steinhardt Pass/Fail

Repeatable for additional credit: Yes

MPAMB-GE 2101 Principles and Practice in The Music Industry (3 Credits)

Typically offered Fall

An overview of the professional structure, standards, & practices of the music entertainment industry & its application to record product & individual career development. Case studies are explored.

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2102 Law and Music Industry (3 Credits)

Typically offered Fall

Review and analysis of the law and agreements basic to the music industry. Designed to provide the student with an appreciation of legal issues as they affect management and production in the music industry.

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2103 Environment of The Music Industry (3 Credits)

Typically offered Spring

An in-depth study of the music entertainment environment and the rapid changes (i.e. technology, acquisitions etc.) affecting the creation, production, business administrations, and professional standards of the industry. Emphasis is placed on expanding markets, new products, future technologies, and planning for the future. A historical overview and case studies are explored.

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2105 Concert Management (3 Credits)

Typically offered Spring

Course emphasizes concert promotion & facilities management. Content to include large venues & club outlets, box office & crowd management, labor relations, production techniques (i.e. sets, lights, sound, costumes, etc.), special events, tour planning & coordination, contracts & riders. Case histories to display investment capital pursuits, administration/staffing, market identification, objectives, sequencing & strategies, budgeting, & break-even from an entrepreneurial perspective.

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2201 Artists and Repertoire Seminar Music Business (3 Credits)

Typically offered Fall

Examination of the processes of A&R (Artists & Repertoire), production, & manufacturing. Criteria for music evaluation & genre categories are analyzed. The role of the studio for the producer & the artists.

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2202 Promotion/Publicity in The Music Industry (3 Credits)

Typically offered Spring

A thorough investigation of product support through traditional & new media. Promotional, publicity, & marketing plans are prepared using promotional strategies such as cooperative advertising, merchandizing, public relations, contests, sweepstakes, in-stores, television, & radio appearances, & tour support. Sales application through retail & distribution of prerecorded product are also examined.

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2203 Emerging Models and Markets for Music (3 Credits)

Typically offered Fall and January term

A survey of post-industrial business models and regional/global markets that will under gird the production and distribution of music and music-related cultural goods and services in the first decades of the 21st century. The course lays out the major theoretical, historical, technological, and socioeconomic threads linking popular music and networked communications systems and media. Mixed contemporary theory with analyses of real-world.

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2206 Strategic Marketing in The Music Industry (3 Credits)

Typically offered Fall

An in-depth analysis of how the music industry is developing & implementing market opportunities in the larger context of the entertainment & mass media industries. The industry is examined from a standpoint of what strategies will enable it to maximize current & future opportunities. Topics include corporate strategy, international aspects of the market for music, market research, managing entertainment organizations, synergy & partnerships, & new media strategies.

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2207 Global Music Management (3 Credits)

Typically offered January term of even numbered years

Examination of current global music management issues. Topics include international market research, selection of international target markets, planning & decision-making, how to utilize the global reach of the Internet, how to measure & predict global music trends, & cultural diversity issues in the music industry

Grading: Grad Steinhardt Graded

Repeatable for additional credit: No

MPAMB-GE 2208 Music Innovation and Social Change (3 Credits)*Typically offered Fall*

An in-depth analysis of how music artists, songs, & concerts create contemporary media narratives about health, equality, & social change through public service announcements & advocacy campaigns in the public & non-profit sectors. We investigate the impact of the work of music celebrities' promotion of social change to the general public, & use interdisciplinary approaches in music, informal education, & entertainment to evaluate innovation & social enterprise in the music industry.

Grading: Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAMB-GE 2209 Corporate Finance and Valuation in the Music Business (3 Credits)**

An in-depth exploration of the financial principles and methodologies used to assess the value of companies and assets in the music sector is conducted through case studies of major music companies, independents, and emerging platforms incubated to acquire music catalog rights. Learners analyze the unique economic factors influencing valuations in the music industry, including intellectual property valuation, revenue streams from different types of royalties, and the impact of continued transformation through the adoption and growth of streaming.

Grading: Grad Steinhardt Graded**Repeatable for additional credit:** No

Prerequisites: COR1-GB 1306 OR Juniors and seniors who have completed ACCT-UB 1 and MPAMB-UE 100.

MPAMB-GE 2211 Data Analysis in the Music Industry: Strategy & Application (3 Credits)*Typically offered Fall and Spring*

An in-depth exploration of the vocabulary, structure, methods & uses of data by decision makers in the music industry. Topics include background study of data applications in related industries; sources & uses of data in music services & within the music enterprise; & design & management of data projects.

Grading: Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAMB-GE 2225 Music Publishing: Background Practice (3 Credits)***Typically offered Fall and Spring*

An in-depth exploration of the vocabulary, legal foundation, and business of music publishing as it relates to music creators, songs and songwriters, music users, record companies, digital music services, broadcasters, film & television studios and game developers in the modern marketplace. Topics include background study in copyright law, artist & repertoire, contracts, licensing, royalties and sub-publishing.

Grading: Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAMB-GE 2301 Music Business Graduate Internship (1-6 Credits)***Typically offered Fall, Spring, and Summer terms*

Assignment to music industry companies. Responsibilities include business administration, creative services, marketing, production, & promotion. Mid-term & final company analysis reports required.

Grading: Grad Steinhardt Graded**Repeatable for additional credit:** Yes**MPAMB-GE 2312 Writing in the Music Industry (2 Credits)**

This course provides a broad and practical look at the fundamentals of nonfiction writing about music in its many forms. Through the reading/ writing of articles, blog entries, anthologies, biographies, liner notes, press materials, essays, and criticisms, the course explores the context and practice of writing about music—from journalist to publicist, as well as record labels, digital service providers, social media and other entities' content creators. Students write essential materials that will benefit them within any facet of the music industry.

Grading: Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAMB-GE 2314 Advanced Topics in Recorded Music and Music Publishing (2 Credits)**

This course examines the business and public policy impacts of music publishers and record labels in the contemporary music industry, from the creation of copyrights in musical compositions and sound recordings through the many ways in which those copyrights generate income for songwriters and artists. Students will have the opportunity to deeply explore and undertake guided research at the intersection of art and the business of music.

Grading: Grad Steinhardt Graded**Repeatable for additional credit:** No**Prerequisites:** MPAMB-GE 2101 and MPAMB-GE 2225.**MPAMB-GE 2401 Colloquy Music Business (3 Credits)***Typically offered Fall, Spring, and Summer terms*

Supervised final project, by advisement.

Grading: Grad Steinhardt Graded**Repeatable for additional credit:** No