New Course Request  Indiana University  Bloomington Campus

Check Appropriate Boxes:  Undergraduate credit [x]  Graduate credit [ ]  Professional credit [ ]

1. School/Division  Public & Environmental Affairs  2. Academic Subject Code  SPEA
3. Course Number  A 236  (must be cleared with University Enrollment Services)  4. Instructor  M. Herzig
5. Course Title  Music Industry I
Recommended Abbreviation (Optional)  
(Limited to 32 Characters including spaces)
6. First time this course is to be offered (Semester/Year):  Fall 2008
7. Credit Hours: Fixed at 3 or Variable from 10
8. Is this course to be graded S-F (only)?  Yes [x]  No [ ]
9. Is variable title approval being requested?  Yes [ ]  No [x]
10. Course description (not to exceed 50 words) for Bulletin publication:  The purpose of this class is to gain a historical overview on the development of the music industry from its beginnings to current issues. Special focus will be on the development of legal issues and the recording industry.

11. Lecture Contact Hours: Fixed at 3 or Variable from to
12. Non-Lecture Contact Hours: Fixed at or Variable from to
13. Estimated enrollment: 30 of which 0% percent are expected to be graduate students.
14. Frequency of scheduling: ea sem  Will this course be required for majors?  No
15. Justification for new course: Currently offered as a topics course for the new BS in Arts Mgmt. & undergraduate certificate in Arts Administration. Requesting permanent course number.
16. Are the necessary reading materials currently available in the appropriate library?  Yes
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant. Specialized program - no overlap.
19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:  
Date  2/7/08  
Department Chair/Dean of Division

Approved by:  
Date  2/7/08  
Dean

Date  
Chancellor/Vice-President

Date  
University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

University Enrollment Services Final—White: Chancellor/Vice-President—Blue: School/Division—Yellow: Department/Division—Pink: University Enrollment Services Advance—White
SPEA-A 236 Music Industry I
Fall 2008

Instructor: Dr. Monika Herzig
Office: SPEA 433
Office Phone: 855-4700
E-mail: mherzig@indiana.edu
Office Hours:

Materials:

A 236 Packet of materials


Description:

The purpose of this class is to gain a historical overview on the development of the Music Industry from its beginnings to current issues. Special focus will be on the development of legal issues, i.e. copyright, licensing, and piracy and the role of record labels.

Objectives:

The student will
- understand the historical origins of the recording industry
- explore the historical development of copyright, licensing, and publishing, and current issues, especially piracy and peer-to-peer sharing
- interact with music business professionals from the region
- complete a 3-5 hour music business practicum in the community
- demonstrate understanding of critical conflicts and important personalities during the last 30 years, by completing a report on “The Mansion on the Hill”
- demonstrate critical thinking in the field by completing an analytical term paper

Grading:

Exams 40 %
Book Report 10 %
Term Paper 20 %
Practicum 10 %
Discussion Assignments 10 %
Attendance 10 % (deducted after 3 absences)

Note: No exam will be made up unless the instructor is notified in advance.
Course Outline:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>Week 1</td>
<td><strong>Current State of the Music Industry</strong></td>
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<td>Edison Media Research, <em>National Record Buyers Study 3.</em></td>
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<td>Week 2</td>
<td><strong>Edison's Invention</strong></td>
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<td>Sanjek, Part 1.</td>
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<td>Packet Excerpt: Coleman, Mark, <em>Playback: from the Victrola to MP3, 100 years of music, machines, and money.</em></td>
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<td>Week 3</td>
<td><strong>Movies and Radio in the Twenties</strong></td>
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<td>Sanjek, Part 2.</td>
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<td>Week 4</td>
<td><strong>Rise of the Record Business</strong></td>
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<td>Sanjek, Part 3.</td>
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<td>Week 5</td>
<td><strong>Performing Rights Organizations: History and Current State</strong></td>
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<td>Sanjek, Parts 3 and 4.</td>
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<td>Brochures from ASCAP.</td>
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<td>Packet Excerpt: <em>Comparison of ASCAP, BMI, SEASAC.</em></td>
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<td>Week 6</td>
<td><strong>Radio and TV</strong></td>
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<td>Sanjek, Part 4 (continued).</td>
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<td><strong>EXAM I</strong></td>
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<td>Week 7</td>
<td><strong>Payola</strong></td>
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<td>Sanjek, Part 5.</td>
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<td>Packet Excerpt: articles on Payola, Spitzer Investigations, and Alan Freed.</td>
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<td>Week 8</td>
<td><strong>Music Licensing Wars</strong></td>
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<td>Sanjek, Part 6.</td>
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</table>
Week 9  **FM and Top 40 Radio**
Sanjek, Part 6 (continued).

and


Week 10  **1976 Copyright Act**
Sanjek, Part 7.
Packet Excerpt: Siva Vaidhyanathan, *Copyrights and copywrongs: The rise of intellectual property and how it threatens creativity.*

**EXAM II**

Week 11  **From Betamax to Grokster**
Sanjek, Part 8.
Packet excerpts: Merriden, Trevor, *Irresistible forces: The business legacy of Napster & the growth of the underground Internet,*

and


Week 12  **MTV**
Sanjek, Part 9.

Week 13  **The CD at 25**

**Goodman Book Report due**

Week 14  **Conglomeration, then and now**
Sanjek, Part 10.

**Term paper due**
Week 15

**The Future of Recordings**

Sanjek, Part 10 (continued).


Ned Arnold, *Hole in the Cities: Where Have All the Record Stores Gone?* WGBH Forum Network

**Practicum Report due**

**FINAL EXAM**

SPEA faculty do not tolerate cheating, plagiarism, or any other form of academic dishonesty. If you have not done so, you should read the IUB Code of Student Rights, Responsibilities, and Conduct, which can be accessed at [http://dla.indiana.edu/Code/](http://dla.indiana.edu/Code/) so you will be sure to understand what these terms mean and what penalties can be issued for academic dishonesty. Academic dishonesty can result in a grade of F for the class (an F for academic dishonesty cannot be removed from the transcript). Significant violations of the Code can result in expulsion from the University.

Plagiarism is using another person's words, ideas, artistic creations, or other intellectual property without giving proper credit. According to the Code of Student Rights, Responsibilities, and Conduct, a student must give credit to the work of another person when he does any of the following:

a. Quotes another person's actual words, either oral or written;

b. Paraphrases another person's words, either oral or written;

c. Uses another person's idea, opinion, or theory; or

d. Borrows facts, statistics, or other illustrative material, unless the information is common knowledge.

I will make accommodations for students registered with Adaptive Educational Services (AES) on the Indianapolis campus (Phone: 317-274-3241 or e-mail AES@iupui.edu) or the Disability Services for Students Office in Franklin Hall on the Bloomington campus (Phone: 812-855-7578).