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 336 (must be cleared with University Enrollment Services)
4. Instructor: M. Herzig

5. Course Title: Music Industry II

Recommended Abbreviation (Optional) (Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Spring 2009

7. Credit Hours: Fixed at 3 or Variable from ____________ to ____________

8. Is this course to be graded S-F (only)? Yes [ ] No [X]

9. Is variable title approval being requested? Yes [ ] No [X]

10. Course description (not to exceed 50 words) for Bulletin publication: P: SPEA-A 236 or permission of the instructor. The purpose of this class is to build on the historical overview of the music industry from its beginnings to current issues in Music Industry I and explore current issues and music careers. Special focus will be on creating a plan for personal goals and development.

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 ____________ percent are expected to be graduate students.

14. Frequency of scheduling: [ ] Spring
Will this course be required for majors? [ ] No
Currently offered as a topics course for the new RS in Arts Mgmt. &
the undergrad certificate in Arts Administration. Requesting permanent course number.

15. Are the necessary reading materials currently available in the appropriate library? [ ] Yes

16. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

17. 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

18. 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:

[Signature]
Department Chairman/Division Director

Date 2/7/08

Approved by:

[Signature]
Dean

Date 2/7/08

[Signature]
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.

UPS 724
SPEA-A 336 Music Industry II
Fall 2008

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

Materials:

A336 Packet of materials

Dan Kimpel: *Networking Strategies for the New Music Business*. Thompson, 2005


Description:

The purpose of this class is to focus on career options in the Music Industry. Building on knowledge about the history and issues of the popular music business, covered in the course “Music Industry I”, the student will explore different career paths and create a plan for personal goals and development.

Objectives:
The student will

- understand current issues and tendencies in the Music Industry, especially critical changes since 2000 due to electronic distribution
- explore a variety of career paths in the Music Industry
- interact with music business professionals from the region
- prepare skills and materials for job applications, i.e. resume, press packs, cover letters, career portfolio
- complete a 15 - 20 hour music business practicum in the community
- explore opportunities for individual entrepreneurship in the Arts

Prerequisite: SPEA A236 Music Industry I or consent of instructor

Grading:
Exams 40 %
Resume, Press Pack, Career Book 20 %
Practicum 20 %
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:

Date | Topics
--- | ---
Week 1 | **Review of the History of the American Popular Music Industry**
| | Alex Cosper, *History of Record Labels and the Music Industry*. (packet)
| Week 2' | **Personal Paths in the Music Business, Career Samples**
| | Kimpel, Chapter 1.
| Week 3 | **The Modern Music Business, The Long Tail Theory, Internet Revolution**
| | Kimpel, Chapter 2.
| Week 4 | **Contract Basics**
| | Kimpel, Chapter 3.
| | M. William Krailovsky, *This business of music: The definitive guide to the music industry*. (packet)
| Week 5 | ** Managers, Attorneys, Booking Agents – the Artist Team**
| | David Baskerville, *Music business handbook and career guide*. (packet)
| EXAM I | 
| Week 6 | **Inside Recording Studios**
| | Keith Hatschek, *How to get a job in the music and recording industry*. (packet)
| Week 7 | **Business Basics**
Week 8  Defining Your Direction
Kimpel, Chapter 11.

Peter Spellman, *CD Marketing Plan*, and *Plan Your Band!* (packet)

**Book Report on Hit Men due**

Week 9  Success Stories, Book Discussion of Hit Men, Community Guests
Kimpel, Chapter 9,

**EXAM II**

Week 10  Creating Effective Tools of the Trade, press packs, resumes and cover letters
Kimpel, Chapter 7.

From the course packet: resume, cover letter, press pack samples and tips.

Week 11  Making Contact, Role Play
Kimpel, Chapter 5

Role playing exercise.

Weeks 12-14  Community Practica

**Term paper due**

Week 15  It’s a Wrap
Internship Reports and Class Discussion.
Kimpel, Chapter 12

**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://dsa.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).
Practica Resources:
(please feel free to suggest other contacts, you may have already established)

1. School of Music Marketplace - website, selling merchandise, marketing help contact Celeste
   Holler, ceholler@indiana.edu, 855-1352
2. School of Music Marketing - concert promotion, marketing, design, photography, journalism,
   website contact Alain Barker, abarker@indiana.edu, 856-5719
3. School of Music Productions - concert usher, technical set-up, backstage help contact Tridib
   Pal, 855-7433, operatix@indiana.edu
4. WFIU public radio volunteer help contact Emily Blacklin, eblackli@indiana.edu
5. WFHB community radio volunteer help contact volunteer@wfhb.org, 323-1200,
   www.wfhb.org
6. Lotus Festival volunteer work contact volunteer@lotusfest.org, 337-0417, www.lotusfest.org
7. Jazz from Bloomington volunteer work contact Monika Herzig: mherzig@indiana.edu, 855-5979,
   www.jazzfrombloomington.org
8. Bloomington Area Arts Council volunteer work contact info@artlives.org, 334-3100,
   www.artlives.org/volunteer.html
9. IU Auditorium volunteer work contact housemgr@indiana.edu or dbooher@indiana.edu, 855-5739,
   www.iuauditorium.com/0405/internship.asp
10. IU Soul Revue/Choral Ensemble - tech support, booking, marketing and promotions contact
    Charles Sykes, sykes@indiana.edu
11. Secretly Canadian - record label experiences contact jonathan@secretlycanadian.com,
    www.secretlycanadian.com
12. ACME Records - jazz record label contact Monika Herzig, mherzig@indiana.edu, 855-5979
13. Rock, Paper, Scissors - professional world music publicity contact Dimitri Vietze,
    music@rockpaperscissors.biz, 339-1195, www.rockpaperscissors.biz, note: internship for a
    minimum of one semester
14. Kulture Entertainment - Management, booking, concert promotion, contact Mark LaFay,
    mark@kulture-entertainment.com, 317-632-0127
15. Airtime Studio - recording studio, contact Dave Weber, 323-2111
16. Buskirk-Chumley Theatre - concert promotion, contact Danielle McLelland, 323-3022,
    director@buskirkchumley.org
17. Advent Project Entertainment Group - concert/artist promotion, contact
    info@theadventproject.net, (317) 924-1061
18. Midwest Music Summit - summer music conference, contact Josh Baker, 317-632-1200,
    jb@midwestmusicsummit.com
19. Hire Media, Brandon Hire, info@hire-media.org. Hire Media is a media production
    company specializing in various forms of audio production, as well as graphic and web site
    design, with rates cheap enough for the average musician to afford. http://www.hire-media.org
20. Madame Walker Theatre - concert promotion, 317.236.2099, mmewalker@aol.com
21. Hideki Isoda President/CEO RIAX Corporation
    http://www.riax.com
22. Suzanne Glass, Indie-music.com, suzanne@indie-music.com
23. JAZZ Works, educational outreach program by Junior Achievement of Indiana, contact Shirley Judkins 317-753-2700, seajazz@highstream.net or Monika Herzig
24. Farm Fresh Studios, Jake, Farm Fresh Studios, □PO Box 5696 □Bloomington, IN 47407, (812) 323-800, jake@farmfreshstudios.com
25. WIUS, pure student radio, 815 E 8th St, manager@wius.org, 855-WIUS
26. Union Board, join a committee anytime, Stop by the Union Board Office □IMU 2nd Floor, Student Activities Tower □Phone: (812) 855-4682 □E-mail: ubvpmem@indiana.edu
27. Bloomington Cultureweek, independent entertainment news, Alex Maverick, editor@cultureweek.com, help with any aspect of writing/publishing
28. The Ryder Magazine, monthly magazine, Justin Foster, (812) 339-2002, theryder@bluemarble.net, needs writers for special projects
29. The Bloomington Alternative, Steven Briggs, editor@bloomingtonalternative.com
30. Rhinos Youth Center, 331 S. Walnut Street, Bloomington, IN. 812-333-3430, rhinos@bloomington.in.us
31. Musical Arts Youth Orchestra, 508 North Washington, Suite 2, Bloomington, IN 47408, Telephone: (812) 330-0890, Email: Julia Copeland juliacopeland@aol.com
32. Encore Arts Management, Melinda Baird, info@EncoreArtsManagement.com, 812-320-4389
33. Bloomington Alternative, editor@bloomingtonalternative.com, 339-6588
35. Bloom Magazine, Malcolm Abrams, 812-323-8959, editor@magbloom.com
36. Landlocked Music, info @landlockedmusic.com □812-339-2574, independent music store and performance venue across from 3rd St Park
37. NGFL music 1505 N. Delaware Street #22 Indianapolis, IN 46202, ray@ngflmusic.com
38. Stable Studios, Chris Kinnick and Nova, www.myspace.com/stablestudio, 812.859.4868, tuwheshane@yahoo.com, studio and performance venue in Spencer
39. Jazz at the Station, Cheryl Underwood, Aronis & Underwood Realty, 508 N. Washington St, Bloomington, IN 47408, Ph. (812)334-0094, Fax (812)334-2441
40. Hume & Communications, Marketing – Web Design – IndianaArts.org, Box 8223, Bloomington, IN 47407, 812-340-4863, tom@humeandcommunications.com
41. WTTIS, Stefanie Porlinicza, Stefanie@wttis.fm, e-mail resume and cover letter
42. Dr. Music’s Little Band School, Josh Grekin, 334 2405 or 327-8752, littlebands@gmail.com

Some Job opportunity banks in the arts:
http://www.indianaarts.org
http://artdeadlineslist.com
http://www.nonprofitcareercenter.org
http://www.artsusa.org/about_us/careers.asp
http://www.artjob.org/> ArtJob.org
http://www.artcareer.net/> ArtCareer.net
http://www.artingeneral.org/> Art In General