

**New Course Request**

**Indiana University**

Bloomington Campus

Check Appropriate Boxes: Undergraduate credit  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 0% percent are expected to be graduate students.

14. Frequency of scheduling: ea Spring 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. & the undergrad 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: [Signature] Date 2/7/08  
Department Chairman/Division Director

Approved by: [Signature] Date 2/7/08  
Dean

\_\_\_\_\_  
Date \_\_\_\_\_  
Dean of Graduate School (when required)

\_\_\_\_\_  
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.

**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

Frederic Dannen: *Hit Men*. Vintage Books, 1991.

**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:**

| <b>Date</b>   | <b>Topics</b>   |
|---------------|---|
| Week 1        | <b>Review of the History of the American Popular Music Industry</b><br><br>Alex Cosper, <i>History of Record Labels and the Music Industry</i> . (packet)   |
| Week 2        | <b>Personal Paths in the Music Business, Career Samples</b><br><br>Kimpel, Chapter 1.<br><br>Peter Spellman, <i>The Future of Music Careers: Quantum Career Development in an Transforming Industry</i> . (packet)  |
| Week 3        | <b>The Modern Music Business, The Long Tail Theory, Internet Revolution</b><br><br>Kimpel, Chapter 2.<br><br>Chris Anderson, <i>The Rise and Fall of the Hit</i> , Wired Magazine. (packet)<br><br>Jeff Leeds, <i>The New Deal: Band as Brand</i> , New York Times (packet) |
| Week 4        | <b>Contract Basics</b><br><br>Kimpel, Chapter 3.<br><br>M. William Krasilovsky, <i>This business of music : The definitive guide to the music industry</i> . (packet)   |
| Week 5        | <b>Managers, Attorneys, Booking Agents – the Artist Team</b><br><br>David Baskerville, <i>Music business handbook and career guide</i> . (packet)   |
| <b>EXAM I</b> |   |
| Week 6        | <b>Inside Recording Studios</b><br><br>Keith Hatschek, <i>How to get a job in the music and recording industry</i> . (packet)   |
| Week 7        | <b>Business Basics</b><br><br>Peter Spellman, <i>Indie Power: A Business-Building Guide for Record Labels, Music Production Houses, and Merchant Musicians, and Record Company Business Plan</i> . (packet)   |

**Week 8      Defining Your Direction**

KimpeI, 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**

KimpeI, Chapter 9,

**EXAM II**

**Week 10      Creating Effective Tools of the Trade, press packs, resumes and cover letters**

KimpeI, Chapter 7.

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

**Week 11      Making Contact, Role Play**

KimpeI, Chapter 5

Role playing exercise.

**Weeks 12-14      Community Practica**

**Term paper due**

**Week 15      It's a Wrap**

Internship Reports and Class Discussion.

KimpeI, 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](mailto:AES@iupui.edu)) or the Disability Services for Students Office in Franklin Hall on the Bloomington campus (Phone: 812-855-7578).

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### **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](mailto:ceholler@indiana.edu), 855-1352
  2. School of Music Marketing - concert promotion, marketing, design, photography, journalism, website contact Alain Barker, [abarker@indiana.edu](mailto:abarker@indiana.edu), 856-5719
  3. School of Music Productions - concert ushers, technical set-up, backstage help contact Tridib Pal, 855-7433, [operatix@indiana.edu](mailto:operatix@indiana.edu)
  3. WFIU public radio volunteer help contact Emily Blacklin, [eblackli@indiana.edu](mailto:eblackli@indiana.edu)
  4. WFHB community radio volunteer help contact [volunteer@wfhb.org](mailto:volunteer@wfhb.org), 323-1200, [www.wfhb.org](http://www.wfhb.org)
  5. Lotus Festival volunteer work contact [volunteer@lotusfest.org](mailto:volunteer@lotusfest.org), 337-0417, [www.lotusfest.org](http://www.lotusfest.org)
  6. Jazz from Bloomington volunteer work contact Monika Herzig: [mherzig@indiana.edu](mailto:mherzig@indiana.edu), 855-5979, [www.jazzfrombloomington.org](http://www.jazzfrombloomington.org)
  7. Bloomington Area Arts Council volunteer work contact [info@artlives.org](mailto:info@artlives.org), 334-3100, [www.artlives.org/volunteer.html](http://www.artlives.org/volunteer.html)
  8. IU Auditorium volunteer work contact [housemgr@indiana.edu](mailto:housemgr@indiana.edu) or [dboohar@indiana.edu](mailto:dboohar@indiana.edu), 855-5739, [www.iuauditorium.com/0405/internship.asp](http://www.iuauditorium.com/0405/internship.asp)
  9. IU Soul Revue/ Choral Ensemble - tech support, booking, marketing and promotions contact Charles Sykes, [sykes@indiana.edu](mailto:sykes@indiana.edu)
  10. Secretly Canadian - record label experiences contact [jonathan@secretlycanadian.com](mailto:jonathan@secretlycanadian.com), [www.secretlycanadian.com](http://www.secretlycanadian.com)
  11. ACME Records – jazz record label contact Monika Herzig, [mherzig@indiana.edu](mailto:mherzig@indiana.edu), 855-5979
  12. Rock, Paper, Scissors - professional world music publicity contact Dimitri Vietze, [music@rockpaperscissors.biz](mailto:music@rockpaperscissors.biz), 339-1195, [www.rockpaperscissors.biz](http://www.rockpaperscissors.biz), note: internship for a minimum of one semester
  13. Kulture Entertainment – Management, booking, concert promotion, contact Mark LaFay, [mark@kulture-entertainment.com](mailto:mark@kulture-entertainment.com), 317-632-0127
  14. Airtime Studio – recording studio, contact Dave Weber, 323-2111
  15. Buskirk-Chumley Theatre – concert promotion, contact Danielle McLelland, 323-3022, [director@buskirkchumley.org](mailto:director@buskirkchumley.org)
  16. Echo Park Studio – recording studio, contact Mark Hood, 331-2762, [mhood@echopark.com](mailto:mhood@echopark.com)
  17. Advent Project Entertainment Group – concert/ artist promotion, contact [info@theadventproject.net](mailto:info@theadventproject.net), (317) 924-1061
  18. Midwest Music Summit – summer music conference, contact Josh Baker, 317-632-1200, [jb@midwestmusicsummit.com](mailto:jb@midwestmusicsummit.com)
  19. Hire Media, Brandon Hire, [info@hire-media.org](mailto: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](mailto:mmewalker@aol.com)
  21. Hideki Isoda President/CEO RIAX Corporation  
<http://www.riax.com>
  - Pro Winds Multimedia (Powered by RIAX), 1400 E. 3rd Street, Bloomington, IN 47401, TEL: (812) 333-2095, Attn: Jennifer, E-mail: [contact@riax.com](mailto:contact@riax.com)
  22. Suzanne Glass, Indie-music.com, [suzanne@indie-music.com](mailto:suzanne@indie-music.com)
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23. JAZZ Works, educational outreach program by Junior Achievement of Indiana, contact Shirley Judkins 317-753-2700, [seajazz@highstream.net](mailto: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](mailto:jake@farmfreshstudios.com)
25. WIUS, pure student radio, 815 E 8<sup>th</sup> St, [manager@wius.org](mailto:manager@wius.org), 855-WIUS
26. Union Board, join a committee any time. Stop by the Union Board Office IMU 2nd Floor, Student Activities Tower Phone: (812) 855-4682 E-mail: [ubvpmem@indiana.edu](mailto:ubvpmem@indiana.edu)
27. Bloomington Cultureweek, independent entertainment news, Alex Maverick, [editor@cultureweek.com](mailto:editor@cultureweek.com), help with any aspect of writing/ publishing
28. The Ryder Magazine, monthly magazine, Justin Foster, (812) 339-2002, [theyrider@bluemarble.net](mailto:theyrider@bluemarble.net), needs writers for special projects
29. The Bloomington Alternative, Steven Higgs, [editor@bloomingtonalternative.com](mailto:editor@bloomingtonalternative.com)
30. Rhino's Youth Center, 331 S. Walnut Street, Bloomington, IN. 812-333-3430, [rhinos@bloomington.in.us](mailto: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](mailto:juliacopeland@aol.com)
32. Encore Arts Management, Melinda Baird, [info@EncoreArtsManagement.com](mailto:info@EncoreArtsManagement.com), 812-320-4389
33. Bloomington Alternative, [editor@bloomingtonalternative.com](mailto:editor@bloomingtonalternative.com), 339-6588
34. Jonas Productions, Corporate & Concert Services Audio & Backline, 8606 N 700 West, Fountaintown, IN 46130, 317-835-7826, [www.jonasproductions.com](http://www.jonasproductions.com)
35. Bloom Magazine, Malcolm Abrams, 812-323-8959, [editor@magbloom.com](mailto:editor@magbloom.com)
36. Landlocked Music, [info@landlockedmusic.com](mailto:info@landlockedmusic.com) 812-339-2574, independent music store and performance venue across from 3<sup>rd</sup> St Park
37. NGFLmusic 1505 N. Delaware Street #22 Indianapolis, IN 46202, [ray@ngflmusic.com](mailto:ray@ngflmusic.com)
38. Stable Studios, Chris Kinnick and Nova, [www.myspace.com/stablestudio](http://www.myspace.com/stablestudio), 812.859.4868, [tuwheshane@yahoo.com](mailto: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](mailto:tom@humeandcommunications.com)
41. WTTS, Stefanie Porolniczak, [Stefanie@wttsfm.com](mailto:Stefanie@wttsfm.com), e-mail resume and cover letter
42. Dr. Music's Little Band School, Josh Grekin, 334 2405 or 327-8752., [littlebands@gmail.com](mailto: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.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