



Master of Entertainment Industry Management

Course Information	ARTIST DEVELOPMENT IN THE MUSIC INDUSTRY– CLASS 93.837 (FALL 2021) Friday Oct 8 at 2:30pm, Friday Oct 22 at 10am, Friday Oct 29 at 2:30pm Instructor: Benjy Grinberg benjy@rostrum.com													
Description	<p>The music industry has changed drastically over the last 15 years. How music is produced, distributed and consumed has gone through seismic changes. Therefore, the way that artists develop and reach their fans has also evolved.</p> <p>This course will examine the various dimensions of artist development including talent discovery, music marketing, social media, putting together an artist’s team, making independent and major label albums, streaming, expanding artist fan bases, etc. The class will also touch upon the changing expectations and career trajectory of the musical artist. This class will be of great help to those interested in being an artist, managing an artist, working for or starting a label, or simply understanding the music business better.</p>													
Learning/Course Objectives*	<p>By the end of this course, students will be able to:</p> <table><tr><th>Learning Objective</th><th>How Assessed</th></tr><tr><td>Objective #1 Examine specific ways that managers and labels discover new music artists. Analyze what may make a label or manager interested in working with an artist.</td><td>Class discussion</td></tr><tr><td>Objective #2 Understand the roles of everyone on the artist’s team and the different paths toward building a career in the music industry. Decipher the difference between the roles of a manager, a business manager, the label, etc.</td><td>Class discussion, in-class project, final project</td></tr><tr><td>Objective #3 Articulate an overview of the structure of the music industry and the various ways that money is made today.</td><td>Class discussion, in-class project, final project</td></tr><tr><td>Objective #4 Design an artist’s campaign from inception and construct the best ways for that artist to reach new fans.</td><td>Class discussion, in-class project, final project</td></tr><tr><td>Objective #5 Determine best marketing practices for artists at different stages of their careers.</td><td>Class discussion, in-class project, final project</td></tr></table>		Learning Objective	How Assessed	Objective #1 Examine specific ways that managers and labels discover new music artists. Analyze what may make a label or manager interested in working with an artist.	Class discussion	Objective #2 Understand the roles of everyone on the artist’s team and the different paths toward building a career in the music industry. Decipher the difference between the roles of a manager, a business manager, the label, etc.	Class discussion, in-class project, final project	Objective #3 Articulate an overview of the structure of the music industry and the various ways that money is made today.	Class discussion, in-class project, final project	Objective #4 Design an artist’s campaign from inception and construct the best ways for that artist to reach new fans.	Class discussion, in-class project, final project	Objective #5 Determine best marketing practices for artists at different stages of their careers.	Class discussion, in-class project, final project
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Guest Speakers	There may be occasional guest speakers, but no more than half of any one class. Speakers will only be presented if they have something interesting to say and are leaders in their fields.													

Absences/Tardy:	Each class gives the foundation of knowledge you need for the next week. Attendance, therefore, is mandatory and will be reflected in the class participation portion of your grade. If you know you are going to be late or absent, please contact me prior to class via email (above). Each unexcused absence, unexcused lateness or unexcused early exit from class will result in a one-third step down in grade (e.g., A- to B+).																																	
Course Materials	There will be no formal text but I will post or hand out assigned readings.																																	
Suggested Reading:	<ul style="list-style-type: none">• <i>All You Need to Know About the Music Business</i> by Donald S. Passman – Chapter 1 – 9• <i>The Plain and Simple Guide to Music Publishing</i> by Randall D. Wixen – Pages 1-13, 22-67, 91-113• Listen to a lot of music!																																	
Suggested Reading:	It's also great to read Billboard.com, DigitalMusicNews.com, MusicBusinessWorldwide.com , and HitsDailyDouble.com to stay abreast of current issues in the music industry.																																	
Evaluation* Method	<table><tr><td>Class Participation</td><td>10%</td></tr><tr><td>In-class Project (due Friday 10/29)</td><td>45%</td></tr><tr><td>Final Exam (due Tuesday 11/9)</td><td>45%</td></tr></table>				Class Participation	10%	In-class Project (due Friday 10/29)	45%	Final Exam (due Tuesday 11/9)	45%																								
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Class Participation Rubric	Grading for Class Participation – As participation is a major factor in the grading of this class, I'm including a rubric for how I will be grading. Again, if you read the assigned articles and contribute in class you should be fine. <table><tr><td></td><td>A Grade</td><td>B Grade</td><td>C Grade</td><td>D/R Grade</td></tr><tr><td>Frequency and Quality</td><td>Attends class regularly and <i>always contributes</i> to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives</td><td>Attends class regularly and <i>sometimes contributes</i> to the discussion in the aforementioned ways.</td><td>Attends class regularly but <i>rarely contributes</i> to the discussion in the aforementioned ways.</td><td>Attends class regularly but <i>never contributes</i> to the discussion in the aforementioned ways.</td></tr></table>					A Grade	B Grade	C Grade	D/R Grade	Frequency and Quality	Attends class regularly and <i>always contributes</i> to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives	Attends class regularly and <i>sometimes contributes</i> to the discussion in the aforementioned ways.	Attends class regularly but <i>rarely contributes</i> to the discussion in the aforementioned ways.	Attends class regularly but <i>never contributes</i> to the discussion in the aforementioned ways.																				
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Course/Topical Outline	Class 1: Friday, October 8 2:30 – 5:30pm	
	Topic	<p>An overview of the Music Business:</p> <ul style="list-style-type: none"> ➤ Major labels compared to Indie labels ➤ The difference between working at an Indie label, Major label, Management company, Publishing company, and on your own ➤ What positions make up an artist's team and the specific duties of each person ➤ The responsibilities of a manager vs. a label ➤ What goes into actually making music ➤ The role of an A&R person ➤ Producers, production deals, songwriters, and splits ➤ Publishing basics
	Suggested Readings	<ul style="list-style-type: none"> • <i>All You Need to Know About the Music Business</i> by Donald S. Passman – Chapter 1 – 9 • Listen to a lot of music!
	Deliverable	
	Class 2: Friday, October 22 10am – 1:00pm	
	Topic	<p>Development of an Artist and an Executive:</p> <ul style="list-style-type: none"> ➤ What to look for in an artist as a manager or label ➤ The new ways things are done relating to: <ul style="list-style-type: none"> ○ Touring ○ Distro ○ Merch ➤ How artists get paid (and how much) ➤ How executives get paid (and how much) ➤ Career starting points ➤ Paths to success ➤ Launching an artist ➤ Building a fan base ➤ Defining goals ➤ Is a label important?
	Suggested Readings	<ul style="list-style-type: none"> • <i>The Plain and Simple Guide to Music Publishing</i> by Randall D. Wixen – Pages 1-13, 22-67, 91-113 • Listen to a lot of music!
	Deliverable	

Class 3: Friday, October 29 2:30pm – 5:45pm	
Topic	<p>Engaging the Audience</p> <ul style="list-style-type: none"> ➤ Engaging an audience <ul style="list-style-type: none"> ○ via publicity ○ via Playlisting ○ via Social media ➤ How and when to incorporate brands and sponsorships ➤ The best use of visuals (i.e. Instagram clips, photographs, music videos) ➤ Timing of campaigns ➤ Partnerships <p>Class Presentations and discussion of final project Final project due Tuesday, 11/9 at 8:00pm</p>
Required	<ul style="list-style-type: none"> • Listen to a lot of music!
Deliverable	<p>Assignment Name: Discovering Talent, Assignment #1 due today Description of assignment #1 is listed below.</p>

<p>Plagiarism and cheating notice*</p>	<p>Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another's work as one's own is widely recognized as among the most serious violations. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in-class examinations. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School.</p> <p>Cheating includes, but is not limited to:</p> <ol style="list-style-type: none"> 1. Plagiarism (explained below); 2. Submission of work that is not the student's own; 3. Submission or use of falsified data; 4. Unauthorized access to an exam or assignment; 5. Use of a stand-in for an exam; 6. Use of unauthorized material in the preparation of an assignment or during an examination; 7. Supplying or communicating unauthorized information to another student for use in an assignment or exam; 8. Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized. 9. Submission of the same work for credit in more than one course. <p>Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person's work and is therefore equally subject to the rules on plagiarism and cheating as any other source material.</p> <p>Cheating and/or plagiarism on an essay assignment will result in a failing grade (0 points) for that assignment. The essay in which the cheating occurs will <i>not</i> be excluded from the offending student's assignments included in grade calculations; the points for that essay zero (0) will be factored into the grade.</p> <p>Furthermore, the cheating student's final grade will be reduced one full letter grade. A cheating student's final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean's Office; more severe penalties may be imposed, <i>up to and including expulsion from the Heinz School.</i></p> <p><i>Academic Dishonesty:</i> Students are expected to maintain the highest ethical standards inside and outside the classroom. Cheating on exams and term papers (i.e. plagiarism and unauthorized collaboration) is obviously discouraged and will be treated appropriately. The usual penalty for violations is a failing grade for the particular assignment in question; however, in some instances, such actions may result in a failing grade for the course.</p>
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ASSIGNMENTS

<p>CARNEGIE MELLON UNIVERSITY MASTERS OF ENTERTAINMENT INDUSTRY MANAGEMENT Artist Development in the Music Industry Instructor: Benjy Grinberg Assignment: Discovering Talent, Assignment #1</p>
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Due Friday, 10/29/2021

Assignment Focus

One of the most important aspects of success for a music executive is finding new (and often un-signed) talent. This assignment puts you in the position of an A&R person. Choose an unsigned artist that you like and describe why you think they deserve a wider audience. Outline ways that a label would expand their fan base. Email a link of the clip of the artist to Mary Ryan and me by Thurs, October 28 at 4:00pm PST.

Assignment Objectives -The student should be able to:

1. Justify the choice of the particular artist
2. Devise new marketing plans based on the artist's current assets
3. Cultivate and expand artist fan base

Action

Choose an unsigned music artist that you like. Type up a justification and marketing plan that will include the following.

On the upper left-hand side include:

- Your Name
- Date
- Assignment Name: Discovering Talent, Assignment #1

For the written portion of the assignment, include the following:

1. Artist or Group Name
2. Music Genre
3. Link to artist's music (can be Spotify, Apple music, YouTube, etc.)
4. How did you discover artist? (Friend recommendation, YouTube, Attended concert, etc.)
5. Why do you like this group or artist? (1-4 sentences, keep it short and to the point)
6. Name 3-4 other artists that might be somewhat similar to this current group. If you were going to describe this artist, what other types of groups would you mention?
7. Why do you think this group deserves a wider audience? This should not just be because you like the group. (1-2 paragraphs)
8. Outline at least 3-5 ways that a label can expand this particular artist's fan base?

Grading

Grading will be based on justification for choice of this group, outline of how fan base can be expanded and marketing plan. Please keep in mind basic grammar, punctuation, etc.