TRITON COLLEGE

Instructor: Jacquelyn Weiner- O’Shea
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Music Business Certificate = 75 hours

Music Business Overview – ongoing
6 weeks/15 hours total
(prerequisite for both Advanced Courses)

Advanced Courses Spring/Summer 2011
12-15 weeks/30 hrs each

Music Business Certificate = 75 hours
Topics Covered in the Course

- **The Industry**
  - You will be introduced to how the industry has grown over the past decades and the companies and people that run the industry
    - Industry Then and Now
    - Major Labels and Players
    - The Future of the Industry

- **Music Business Operations**
  - This is an interesting look at how the music process and system works as well as the many different aspects of the industry.
    - Industry Terminology
    - From Idea to Sales
    - Careers in the Music Industry
Brand Yourself / Going Into Business
You will explore ways to brand yourself and/or your company.
- Creating an Image
- Start-up Business Plan
- Cash Flow Projection

Building the Right Teams
You will learn what different teams are essential to success in the music business, as well as ways to build these teams with your available resources.
- Business Team
- Artist Development team
- Performance Team
**Marketing and Promotions**

You will learn the difference between marketing and promotions and discover ways to have your product or message communicated.

- Analyzing Your Market
- Independent Promotions
- Marketing Plans

**Radio**

You will gain understanding of how radio works hand in hand with labels and ways to get airplay.

- College Radio
- Commercial Radio
- Becoming Radio- Ready
• **Distribution**
  • This aspect reviews how to get albums made and out into the stores, the internet and the consumer.
    ■ ○ Record Labels
    ■ ○ Distribution Channels
    ■ ○ Technology

• **Copyright and Licensing / Royalties and Publishing.**
  • This area covers how credit, rights and money are divided and owned and how the disbursement and accounting is handled.
    ■ ○ Musicians Unions
    ■ ○ Performing Rights Organizations
    ■ ○ Royalties
• **The Law**
  • Get a head start on ways to negotiate contracts and agreements.
    - Legal Terminology
    - Contract Negotiation
    - Negotiating Tips and Strategies

• **The Internet / Other**
  • You will be given tips and tools on how the Internet can impact your business and help create fans globally.
    - Marketing and Selling
    - Performance and Visibility
    - Other Technologies