

Master of Entertainment Industry Management

Course Information	MUSIC MONETIZATION & SONG ROYALTIES Course Number 93.864 Section L2 Fall 2024 Instructor: Olivia Barton olivia.j.barton@gmail.com Class 1 – Friday, October 11 10:00am – 1:00pm (Note: This first class is on zoom) Class 2 – Friday, October 18 2:30pm - 5:30pm Class 3 – Saturday, October 19 10:00am – 1:00pm													
Description	<p>A multitude of contradictions and complications exist within the music industry. According to the Recording Industry Association of America, music revenues in 2016 were the highest they've been in over eight years with the largest year-over-year percentage increase in over 18 years. However, these numbers do not reflect the tumultuous waters in which those connected to the music industry find themselves today. While streaming services have increased accessibility, the issues of piracy and artist control are of grave concern.</p> <p>This course will examine how the record labels and publishers are responding to the changing economy of the music industry. Discussions will address the big players in the music industry (Sony Music, Universal Music, Warner Music Group, Sony Publishing, & UMPG) as well as indie record labels' business strategy, how legal aspects of the music industry effect artists, publishers, and consumers (digital rights management, etc.), as well as the ever-increasing reliance on streaming and the technical companies providing music services. Topics to be examined include copyright law, label and publishing agreements with artists, and backend monetization of assets</p>													
Learning/Course Objectives*	<p>By the end of the course, students should be able to:</p> <table border="1" data-bbox="410 1161 1497 1833"> <thead> <tr> <th data-bbox="410 1161 1136 1203">Learning Objective</th> <th data-bbox="1136 1161 1497 1203">How Assessed</th> </tr> </thead> <tbody> <tr> <td data-bbox="410 1203 1136 1339"> <ul style="list-style-type: none"> Understand the important legal issues related to creating, recording, and performing commercial music </td> <td data-bbox="1136 1203 1497 1339"> Class Discussion </td> </tr> <tr> <td data-bbox="410 1339 1136 1476"> <ul style="list-style-type: none"> Articulate the various aspects of track royalties for labels and publishers including sync licensing and digital streaming </td> <td data-bbox="1136 1339 1497 1476"> In class project Written final exam </td> </tr> <tr> <td data-bbox="410 1476 1136 1581"> <ul style="list-style-type: none"> Recognize the various aspects of music publishing, record label, recording, and artist agreements </td> <td data-bbox="1136 1476 1497 1581"> Class discussion Written final exam In class project </td> </tr> <tr> <td data-bbox="410 1581 1136 1717"> <ul style="list-style-type: none"> Describe how copyright law applies to the commercial music industry regarding various Union obligations </td> <td data-bbox="1136 1581 1497 1717"> Class discussion In class project </td> </tr> <tr> <td data-bbox="410 1717 1136 1833"> <ul style="list-style-type: none"> Identify the major technical advancements in the music industry and how it is affecting both artists and consumers </td> <td data-bbox="1136 1717 1497 1833"> Class discussion </td> </tr> </tbody> </table>		Learning Objective	How Assessed	<ul style="list-style-type: none"> Understand the important legal issues related to creating, recording, and performing commercial music 	Class Discussion	<ul style="list-style-type: none"> Articulate the various aspects of track royalties for labels and publishers including sync licensing and digital streaming 	In class project Written final exam	<ul style="list-style-type: none"> Recognize the various aspects of music publishing, record label, recording, and artist agreements 	Class discussion Written final exam In class project	<ul style="list-style-type: none"> Describe how copyright law applies to the commercial music industry regarding various Union obligations 	Class discussion In class project	<ul style="list-style-type: none"> Identify the major technical advancements in the music industry and how it is affecting both artists and consumers 	Class discussion
Learning Objective	How Assessed													
<ul style="list-style-type: none"> Understand the important legal issues related to creating, recording, and performing commercial music 	Class Discussion													
<ul style="list-style-type: none"> Articulate the various aspects of track royalties for labels and publishers including sync licensing and digital streaming 	In class project Written final exam													
<ul style="list-style-type: none"> Recognize the various aspects of music publishing, record label, recording, and artist agreements 	Class discussion Written final exam In class project													
<ul style="list-style-type: none"> Describe how copyright law applies to the commercial music industry regarding various Union obligations 	Class discussion In class project													
<ul style="list-style-type: none"> Identify the major technical advancements in the music industry and how it is affecting both artists and consumers 	Class discussion													

Guest Speakers	There will be a few guest speakers, but due to their schedules, we may not know until a day or two before class. I'll email you as appropriate.													
Absences/Tardy:	Attendance 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 (Required Text)	There will be no formal text but we will examine some case studies. We will take an inside look at some of the campaigns, releases, and strategies that were both successful and massive failures – to be provided by students and Olivia via email before each class													
Suggested Reading:	Suggested readings will be emailed prior to each class													
Evaluation* Method	<table border="1"> <tr> <td>Class Participation</td> <td>10%</td> </tr> <tr> <td>Homework</td> <td>10%</td> </tr> <tr> <td>In-class Project</td> <td>40%</td> </tr> <tr> <td>In-class Final</td> <td>40%</td> </tr> </table>				Class Participation	10%	Homework	10%	In-class Project	40%	In-class Final	40%		
Class Participation	10%													
Homework	10%													
In-class Project	40%													
In-class Final	40%													
Class Participation Rubric	<p>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.</p> <table border="1"> <thead> <tr> <th></th> <th>A Grade</th> <th>B Grade</th> <th>C Grade</th> <th>D/R Grade</th> </tr> </thead> <tbody> <tr> <td>Frequency and Quality</td> <td>Attends class regularly and <u>always contributes</u> 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 <u>sometimes contributes</u> to the discussion in the aforementioned ways.</td> <td>Attends class regularly but <u>rarely contributes</u> to the discussion in the aforementioned ways.</td> <td>Attends class regularly but <u>never contributes</u> to the discussion in the aforementioned ways.</td> </tr> </tbody> </table>					A Grade	B Grade	C Grade	D/R Grade	Frequency and Quality	Attends class regularly and <u>always contributes</u> 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 <u>sometimes contributes</u> to the discussion in the aforementioned ways.	Attends class regularly but <u>rarely contributes</u> to the discussion in the aforementioned ways.	Attends class regularly but <u>never contributes</u> to the discussion in the aforementioned ways.
	A Grade	B Grade	C Grade	D/R Grade										
Frequency and Quality	Attends class regularly and <u>always contributes</u> 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 <u>sometimes contributes</u> to the discussion in the aforementioned ways.	Attends class regularly but <u>rarely contributes</u> to the discussion in the aforementioned ways.	Attends class regularly but <u>never contributes</u> to the discussion in the aforementioned ways.										

Grading Scale*	<table> <tr><td>A+</td><td>99.0-100%</td><td>Exceptional</td></tr> <tr><td>A</td><td>94.0-98.9%</td><td>Excellent</td></tr> <tr><td>A-</td><td>91.0-93.9%</td><td>Very Good</td></tr> <tr><td>B+</td><td>88.0-90.9%</td><td>Good</td></tr> <tr><td>B</td><td>84.0-87.9%</td><td>Acceptable</td></tr> <tr><td>B-</td><td>81.0-83.9%</td><td>Fair</td></tr> <tr><td>C+</td><td>78.0-80.9%</td><td>Poor</td></tr> <tr><td>C</td><td>74.0-77.9%</td><td>Very Poor</td></tr> <tr><td>C-</td><td>71.0-73.9%</td><td>Minimum Passing</td></tr> <tr><td>R</td><td>below 71 pts (< 71%)</td><td>Failing</td></tr> </table>			A+	99.0-100%	Exceptional	A	94.0-98.9%	Excellent	A-	91.0-93.9%	Very Good	B+	88.0-90.9%	Good	B	84.0-87.9%	Acceptable	B-	81.0-83.9%	Fair	C+	78.0-80.9%	Poor	C	74.0-77.9%	Very Poor	C-	71.0-73.9%	Minimum Passing	R	below 71 pts (< 71%)	Failing									
A+	99.0-100%	Exceptional																																								
A	94.0-98.9%	Excellent																																								
A-	91.0-93.9%	Very Good																																								
B+	88.0-90.9%	Good																																								
B	84.0-87.9%	Acceptable																																								
B-	81.0-83.9%	Fair																																								
C+	78.0-80.9%	Poor																																								
C	74.0-77.9%	Very Poor																																								
C-	71.0-73.9%	Minimum Passing																																								
R	below 71 pts (< 71%)	Failing																																								
Course/Topical Outline	<table> <tr> <td colspan="3" data-bbox="410 527 1523 590">Class 1 – Friday, October 11 10:00am – 1:00pm</td> </tr> <tr> <td data-bbox="410 590 630 638">Topic</td> <td colspan="2" data-bbox="630 590 1523 638">Landscape of the Music Industry and the Backend of a Song</td> </tr> <tr> <td data-bbox="410 638 630 743">Deliverable</td> <td colspan="2" data-bbox="630 638 1523 743">Pick one industry related article and be prepared to discuss in class. In class discussion about the major players in the music industry and their effect on the music industry economy</td> </tr> <tr> <td colspan="3" data-bbox="410 743 1523 772"> </td> </tr> <tr> <td colspan="3" data-bbox="410 772 1523 835">Class 2 - Friday, October 18 2:30pm - 5:30pm</td> </tr> <tr> <td data-bbox="410 835 630 926">Topic</td> <td colspan="2" data-bbox="630 835 1523 926">Backend of a Song cont'd and the monetization of a song via streaming,</td> </tr> <tr> <td data-bbox="410 926 630 1031">Deliverable</td> <td colspan="2" data-bbox="630 926 1523 1031">Pick one industry related article and be prepared to discuss in class. In class assignment</td> </tr> <tr> <td colspan="3" data-bbox="410 1031 1523 1060"> </td> </tr> <tr> <td colspan="3" data-bbox="410 1060 1523 1123">Class 3 – Saturday, October 19 10:00am – 1:00pm</td> </tr> <tr> <td data-bbox="410 1123 630 1171">Topic</td> <td colspan="2" data-bbox="630 1123 1523 1171">Union Obligations and Copyright Law</td> </tr> <tr> <td data-bbox="410 1171 630 1255">Required Readings</td> <td colspan="2" data-bbox="630 1171 1523 1255"> </td> </tr> <tr> <td data-bbox="410 1255 630 1325">Deliverable</td> <td colspan="2" data-bbox="630 1255 1523 1325">Pick one industry related article and be prepared to discuss in class. Final Presentation / In class project</td> </tr> <tr> <td colspan="3" data-bbox="410 1325 1523 1547"> </td> </tr> </table>			Class 1 – Friday, October 11 10:00am – 1:00pm			Topic	Landscape of the Music Industry and the Backend of a Song		Deliverable	Pick one industry related article and be prepared to discuss in class. In class discussion about the major players in the music industry and their effect on the music industry economy					Class 2 - Friday, October 18 2:30pm - 5:30pm			Topic	Backend of a Song cont'd and the monetization of a song via streaming,		Deliverable	Pick one industry related article and be prepared to discuss in class. In class assignment					Class 3 – Saturday, October 19 10:00am – 1:00pm			Topic	Union Obligations and Copyright Law		Required Readings			Deliverable	Pick one industry related article and be prepared to discuss in class. Final Presentation / In class project				
Class 1 – Friday, October 11 10:00am – 1:00pm																																										
Topic	Landscape of the Music Industry and the Backend of a Song																																									
Deliverable	Pick one industry related article and be prepared to discuss in class. In class discussion about the major players in the music industry and their effect on the music industry economy																																									
Class 2 - Friday, October 18 2:30pm - 5:30pm																																										
Topic	Backend of a Song cont'd and the monetization of a song via streaming,																																									
Deliverable	Pick one industry related article and be prepared to discuss in class. In class assignment																																									
Class 3 – Saturday, October 19 10:00am – 1:00pm																																										
Topic	Union Obligations and Copyright Law																																									
Required Readings																																										
Deliverable	Pick one industry related article and be prepared to discuss in class. Final Presentation / In class project																																									

<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>Academic Dishonesty: 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>
<p>Artificial Intelligence Policy:</p>	<p>Any use of generative AI for any graded component of this course is explicitly prohibited. Using ChatGPT or other generative AI to generate any course content will be considered an academic integrity violation.</p>