**MUS 3212 Managing a Music Business**

***Description:***

This course offers an overview of the conceptual and practical management structures and systems in professionalmusic business. The course focuses on areas of prime importance to a music business manager: organizational structure, planning, board/staff leadership, programming and budgeting. Student will also be trained in other music business skills including, record keeping, touring and merchandizing. The necessity of excellent communication skills as a requirement for success in business is emphasized. This course will be co-taught with the Faculty of Economics and Management.

***Objectives:***

1. To equip students with basic skills of professional management of a music business
2. To create an understanding of the need to separate roles in the music business
3. To offer skills that would enable students to create their own jobs after graduation

*Course Outline*

Topic 1: Principles of Management for the Music Manager

* Functions of Management
* Skills and Personal Traits of Music Manager

Topic 2: Organizational Structure of a Music Business

Topic 3: Preparing to Manage

* Understanding the nature of Music Management
* Understanding Power in the Music Business

Topic 4: A Music Manager as an Entrepreneur

* The Musician as a Business
* Understanding Target Markets
* Branding and a Marketable Image

Topic 5: The Musician and the Support Team

* Booking Agent
* Business Advisors
* Publicist/Advertiser

Topic 6: Music Business Management in Uganda

Topic 7: Management of Performances

* Booking the Performance
* Business Management of Live Performances
* Promoting the Performance
* The Performance Contract
* Tour Management
* From Rehearsal to Stage
* Turning Songs into Shows
* Elements of a Show

Topic 8: Ethics and Etiquette of a Music Business Management

Topic 9: Launching the Musician’s Career

* What It Takes to Be a Successful Musician
* Management Options for a Musician

Topic 10: Commissions and Advances

* The Art of Negotiation
* Contractual Clauses

Topic 11: Artist Management Relationship

* Business, Ethics, and Music
* The Producer

Topic 12: The Media and Manager

* Managing the Media
* Promo Packages
* Artists Interviews and the Press

Topic 13: Managing a Star: Challenges of Stardom

# *Learning Outcome*

1. Acquired basic skills in professional management of a music business
2. Knowledge of the need to separate roles in the music business
3. Equipped with skills to create jobs after graduation

*Methods of Teaching/Delivery*

Lectures, assigned readings, group discussion, field trip and class discussion

*Modes of Assessment*

Course work

* Attendance and class participation: 5%
* Group work: 10%
* Mid-semester test: 15%
* Project Plan: 10%

Final Examination

* Project: 30%
* Written: 30%

*Selected Readings*

Allen, Paul. 2007. *Artist Management for the Music Business.* Burlington, MA: Elsevier.

# Frascogna, Jr. Xavier M and H. Lee Hetherington.2004. *This Business of Artist Management.* New York: Billboard Books.

Weiss, Mitch. 2003. *Managing Artists in Pop Music: What Every Artist and Manager Must Know to Succeed***.**New York: Allworth.