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BMGT 291.02: ST - History of the Music Business

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The University of Montana
School of Business Administration (Spring 2017)
MGMT 291: History of the Music Business
Course Syllabus

Instructors:	Tom Webster	Office:	Dennison Theatre
Class Time:	2:00-3:20 Tues. /Thurs.	Office Hours:	Call for an appointment
Room:	GBB-119		
Credits:	3 hours	Office Tel:	243-2853

Email: Thomas.Webster@umontana.edu

Course Overview:

Welcome to the inaugural class of History of the Music Business 291. I am Dennison Theatre Director and Adjunct Professor Tom Webster. This course is designed to educate and enlighten you regarding the Music Industry from the 1950's to the present. Although the time frame and content is vast and broad based, we will study and learn many aspects of the foundational and integral components of a very large and fluid segment of the entertainment industry. The course is designed to be very interactive and will cover many of the biggest developments over the last 60 plus years of the Music Industry. Some of the components and highlights the course will cover include:

- **Artist History, Development and Personal Management**
- **Record Companies and Music Distribution from Vinyl, Digital to Streaming**
- **Promoters, Touring Development including Festivals and Major Tours**
- **Songwriters and Producers**
- **Past and Future Trends in the Industry from 78's, Videos, to the Internet**
- **Music Agencies, Recording Studios and Venues**
- **Various Music Scenes in Major, Secondary and Tertiary Markets**

It should be noted that we will focus on many genres of Music including Rock and Roll, Country and Western, R & B/Hip Hop, Soul and Jazz, and EDM. Many highlights will be covered including but not limited to: the Birth of Rock and Roll and Modern Music from the 1950's to 2017 including Baby Boomers to Generation X to Millennials; The British Invasion, The Summer of Love, Corporate Rock and Modern Touring; the rise of Disco, Hip Hop, MTV, Grunge, EDM, Napster and Streaming; the founding and proliferation of Festivals; Music Recording, Producing and Distribution with emphasis on Producers and Record Companies. We will cover each of these decade by decade, with much overlapping time frames.

School of Business Administration/Mission Statement

The faculty and staff of the School of Business Administration at The University of Montana – Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.

ADA Accommodation Statement:

Students with any type of documented disability that may interfere with learning in this class may negotiate a reasonable accommodation with the instructor early in the semester.

Academic Integrity:

Although you are encouraged to discuss course readings, lectures and etc. with one another, all individual-level assignments should reflect independent work. Neither the University of Montana nor we will tolerate academic dishonesty. Therefore, at minimum, if you cheat on an assignment, you will receive an F in this course. Moreover, plagiarism, defined as quoting or paraphrasing passages from other sources and then placing them in your paper(s) without referencing the original source, also constitutes cheating in this course. Additionally, we strongly encourage you to become familiar with the University's policy on academic integrity/dishonesty.

White Cards

Each student is required to purchase a white card from the Book Store. This purchase covers all classroom texts and material, free access to proprietary industry publications such as Pollstar, Celebrity Access and Venues Today, and helps defray the costs associated with bringing in guest instructors. We will discuss this further in class.

Course Requirements and Assignments:

1) Assigned Papers and Tests: (50%)

During the course of the semester you will be required to research and write papers regarding important aspects of Music Business and History covered throughout the semester. Each paper will be a minimum of 1-2 typed pages on assigned subjects. Announcements on the subject and criteria will be made in class.

- Double-Spaced
- 1” margins all-around

- Size 12 Fonts
- Hard Copies must be handed in at required time

Additionally we will have announced and unannounced tests covering classroom and assigned reading materials.

2) Individual Contribution to Class (20%)

At the end of the semester students will be rated on the contributions they make to a productive conversation within the classroom, particularly with the occasional guest lecturers. In short, I value insightful commentary and inquiry, but am not interested in superfluous contributions. I encourage all students to read and research the history of the music industry using all media sources and current industry experts and periodicals. Many of the resources will be accessed on line and with Moodle. There is no assigned textbook for this course but you are expected to read and research many subjects outside of class.

3) Class Attendance (30%)

You are required to attend all classes unless you receive prior and documented approval from the instructor. It is imperative you attend class because much of the material covered will be presented in class through both lectures and media. Much of the material will be presented with Youtube and other video screening outlets. Missing classes with unexcused absences will result in lowering your grade. Please note: if you are ill or have a legitimate excuse, contact or email your Instructor for an excused absence.

Each Student is encouraged to sign up for the Lefsetz Letter, which addresses the core issues of the Music Business: downloading, copy protection, pricing and the music itself. The letter is written by Bob Lefsetz, an American music industry analyst and critic.

Please note: Texting, using your laptops or phones to surf Facebook or the internet, video gaming etc. will not be tolerated in the classroom. Smart phones, tablets and computers will not be permitted without prior instructor permission. Your Professor and guest lecturers commit time, research, energy and sometimes travel to teach, and we should be accorded due respect. Thank you.

Schedule of Grades

90-100 A 80-89 B 70 to 79 C 60 to 69 D, below 60 = F (With attendance factored in)

Schedule For Class:

WK 1 (Jan 24)	Introduction, Syllabus review and Discuss Course Basics/ Cover Course Materials/
(Jan 26)	The 1950's: In the beginning was an explosion of various genres of music and business/ Birth of Rock and Roll/Elvis
WK 2 (Jan 31)	TBA (Professor at Pollstar Conference)
(Feb 2)	TBA
WK 3 (Feb 7)	1950' music and business contd.
(Feb 9)	Music Distribution and Record Companies
WK 4 (Feb 14)	1950's music and business contd.
(Feb 16)	Music Producers and Artist Managers
WK 5 (Feb 21)	The 1960's: Revolutionary times in the Music Industry
(Feb 23)	Beatlemania/ British Invasion/ Motown/ Summer of Love
WK 6 (Feb 28)	The 1960's contd...
(March 2)	The 1960's cont.
WK 7 (March 7)	Music Promoters
(March 9)	The 1960's contd.
WK 8 (March 14)	The 1970's- The music industry explodes
(March 16)	The 1970's- Disco/Punk/Outlaw Country/Metal

WK 9 (March 21)	Music Festivals and Artist Touring
WK 9 (March 23)	The 1970's contd.
WK 10 (March 28)	The 1980's- I want my MTV and numerous music developments in all genres
(March 30)	The 1980's contd.
WK 11 (April 4)	The 1980's- Hair Bands/ Country Explodes
(April 6)	The 1990's- The advent of digital and diversification of the Music Industry
(April 11)	Music Distribution from 78's to Streaming/Napster
WK 12 (April 13)	The 1990's Grunge/ Rap/ HipHop
(April 18)	2000: A new century and upheaval in the Music Industry
WK 13 (April 20)	2000's Digitalization/Napster and Piracy/ EDM
(April 25)	Songwriters, Producers and Recording from 1951-2017
WK 14 (April 27)	2010's- Music Industry changes
(May 2)	2010's Festivals/ Country Touring/Pop
(May 4)	Final Class and Music Industry Overview

Please Note: This syllabus/schedule is subject to change depending on guest speaker availability, additional events, and other extenuating circumstances. Thank You.

