



MUSICBUSINESSSTUDYGUIDE – SCMBN161

UNIT 1:

History of the Music Business

Act 1: Modern Music Business – Sheet Music 1650 – 1950

Act 2: The Gramophone and the Beginning of the Modern Industry

Act 3: Modern Day Industry

Act 4: Digital Revolution

UNIT 2:

The Players, the Game

Introduction to the Music Business

Defining Roles within the Industry

Functions within a Record Label

UNIT 3:

Copyright Law and Its Implications in the Business

UNIT 4:

Application of Copyright Law

Master Rights and Publishing Right

License Agreements

Royalty Rate

3rd Party Licensing

360 Deal

UNIT 5:

Event Management

A Broad Overview of the Event Business

Fundamentals of Event Planning

Sponsorship Proposal (template)

Technical Hospitality Rider

Accountability

UNIT 6:

The Digital Universe

Sales, Branding and Marketing Strategies for the Modern Day Artist

Digital Aggregators

Streaming Services

Social Media

References and Credits