

GLOBAL ENTERTAINMENT AND MUSIC BUSINESS

MB-510 Survey of the International Music Industry

This course surveys the business practices, laws, contractual settings, and rights organizations that control and facilitate the consumption of music in international commerce. Students learn the many components of the music industry and the types of careers they present, focusing on the vocabulary and terminology used in these environments and the business relationships that connect them. Students also examine the primary areas of music consumption (live, broadcast media, film and video, games, and recordings) with an analysis of the business mechanisms and legal considerations that both drive and govern their operations. Particular emphasis will be given to emerging business models that are tuned to the convergence culture, and the rapidly evolving world of digital dissemination. The course will provide the business foundation necessary for effectively managing and maintaining a career in music, whether the student's ultimate career goal is in performance, production, marketing, management, or entrepreneurship.

MB-550 International Entertainment Marketing

This course provides a comprehensive overview of the marketing of products and services by multinational organizations with emphasis on international cultures and marketing strategies. Students learn about the practices of companies large and small, with emphasis on those in the music/entertainment industry who are seeking market opportunities outside their home country. Students also learn about the importance of viewing international marketing management strategies from a global perspective.

MB-551 Business and Intellectual Property Law

This course provides a comprehensive look at business and intellectual property law. Students examine all legal aspects of businesses, such as contracts, securities regulations, and products liability, as well as those specific to music and entertainment environments, such as intellectual property and trade agreements. Students will review commercial transactions and take an in-depth look at copyright concepts important to the protection of creative works. Students will also learn how intellectual property law has been implemented and enforced in various countries and regions. Additionally, students will study other forms of intellectual property protection, such as patents, trademark, and trade secrets.

MB-553 Accounting and Finance

This course focuses on the accounting and quantitative tools of financial analysis that are used by business professionals in corporate settings and investors in private ventures. Students apply a high level of both bookkeeping and mathematical proficiency, as they apply quantitative methods of business analysis. In addition, students explore the role of money, and its many instruments, in music, including non-traditional forms of funding for talent enterprises.

MB-555 Organizational Leadership and Ethics

This course provides an introduction to organizational leadership. Students learn about human behavior and action within the organizational setting, at both interpersonal and organizational levels. Students also explore ethical models that sustain productivity. Additionally, students explore how ethical leadership practices affect their own professional future regardless of where they work.

MB-557 Economic Analysis

The course offers a microeconomic and macroeconomic analysis of the international music and entertainment industries. Students will focus on current issues in world trade and finance, government policies, and, generally, any macroeconomic consideration affecting intangible assets and the creation and protection of intellectual property for economic growth and employment. Students will apply economic analyses to the music and entertainment industries, as they evaluate, using economic reasoning, the latest trade and scholarly writings in the field. Students will also analyze current events in world affairs, and their effect on the music and entertainment trades.

MB-559 International Licensing, Distribution, and Sales

This course provides an analysis of the digital systems, online and mobile, that are becoming the primary mechanisms for the licensing, distribution and sale of music and other forms of entertainment. Students acquire a thorough understanding of the structure of the global music publishing industry, including its history, function, laws, and its financial income streams through the discussion of Harvard case studies involving the distribution and licensing of online media. Students compare and contrast the licensing frameworks in the United States and European communities and focus on the monetization of new licensing opportunities in media vehicles such as gaming, film, television, online and mobile. The financial valuation of these properties are accomplished through the appraisal of historical precedent setting legal cases, and are demonstrated through the analysis of an international music publisher song catalogue, its current song chart positions, its past licensing revenue and future licensing potential to establish a monetary value of the publishers assets. Students acquire the knowledge and skills needed to work as a music supervisor and/or to work at a film/television studio, an international music publishing company, an online media distribution company or to start their own company. The final project will encompass selecting music for a current advertising campaign or independent film.

Addendum A International Music Publishing Research Consortium

MB-561 Entertainment Management in Process and Theory

This course provides an integrated analysis of the concepts, theories, viewpoints, and strategies that shape today's business environments. Students learn about the development of specific managerial skills in evaluating competitive advantages and performance. They evaluate the broad picture of management within multiple organizational settings and the global environment within which businesses operate today and into the future. They also evaluate the ways that globalization of world markets and internationalization of U.S. business influences all functions of management specific to music and entertainment industries.

MB-562 Entrepreneurship and Risk Calculation

This course explores the many dimensions of new venture creation and growth and fosters innovation and new business formations in independent and corporate settings. Students explore content and process questions as well as formulation and implementation issues that relate to conceptualizing, developing and managing successful new ventures. Students learn

that understanding new venture development from a non-musical basis is the most beneficial way to develop music-related entrepreneurial ventures.

MB-563 Marketing Management

Marketing Management is as an advanced marketing course that builds upon the core marketing course, International Entertainment Marketing. Marketing Management focuses on the management and logistics of marketing programs. By emulating best global business practices and processes, students are provided with further opportunities to master an extensive vocabulary of marketing terms and concepts, apply them by creating a valuable, music-related offer, and develop a comprehensive integrated marketing communication (IMC) launch campaign. Students compile and analyze primary and secondary research, articulate research findings, and refine and align campaign costs with its effectiveness.

MB-564 E-business for Entrepreneurs

This course explores the many opportunities and challenges business entrepreneurs face in an increasingly technology-driven world, including the tracking of customer and product information, and the dissemination of the product itself. Students learn the logical and physical architecture behind an eCommerce web site and common Web-based eCommerce applications. They analyze the typical security, maintenance, and optimization issues that need to be considered when planning, designing and implementing eCommerce systems. They evaluate the variety of opportunities that exist in the utilization of cloud and open source applications, mobile technologies, social media, and Web 2.0 and technologies for business. They also assess key emerging technologies and e-business trends.

MB-611 Operations in Emerging Entertainment Business Models

This course engages students in a critical discussion of the future of the entertainment industry, with a specific focus on music, including the merging of record labels, management companies, agents, and do-it-yourself tools for the branding and promotion of musicians and music. Students analyze the changing music industry and create a “company” which capitalizes on our convergence culture. The course provides an overview of the many different do-it-yourself options now available. Students learn the best ways to maximize a return on those tools, and use outside consultants to promote music.

MB-613 Agents and Managers

This course explores the role of the intermediary in advising, representing, and furthering the careers of artists and others in the entertainment industry, focusing on the establishment of mutually beneficial working relationships. Students examine the mechanics of talent booking and contracting, union and government regulations, fee/commission structures, contractual considerations, fiduciary duties, budgeting, the development of a client base, and finding success through honesty and fair dealing.

MB-615 Creative Promotion in Media

This course provides a comprehensive study of media options available for the promotion of artists, products, and services. Students explore marketing plans, followed by a detailed look at both old and new media. Concepts such as integrated marketing communication are melded with creative tools for branding. Students will analyze an existing promotion plan, as well as create one of their own for a new product. The course is useful for the future entrepreneur, corporate executive, creative production person, or anyone who will need information on consumer research, business relationships, and marketing efforts.

MB-617 Cross Cultural Business Communication

This course provides an analysis of key concepts in business communication theory and practice across global regions [GEOS] including North America, Latin America and the Caribbean, East Asia and the Pacific Rim, Europe, and Africa. Students explore commonalities and differentiators across cultures. The first half of the course focuses on the nature of intercultural communication, approaches to perception and meaning, verbal and non-verbal issues, leadership attributes, the counter-productive nature of ethnocentricity and stereotyping, as well as economic, political and technological factors. The second half of the course emphasizes intercultural organizations, managing and resolving conflict, decision making, problem solving, and creating planned change across cultures to maximize productivity, enhance shared understanding and build strong, profitable business relationships. Particular emphasis will be placed on team building, the pace of business in the global marketplace and how effective cross-cultural communication sets the standard for progress and innovation. Students gain a foundation in global business communication necessary for success in a career in music, whether the student's career goal is in performance, production, marketing, management, or entrepreneurship.

MB-619 Website Design and Management

This course focuses on website design and management. Students will learn the basics of website planning and design using HTML, Macromedia Fireworks, Photoshop, sound/video editing tools, javascript, open source code, and online tools and services. Students also learn particulars on how to set up a new web presence. Additionally, students learn site testing, search engine optimization, web site management, and basic marketing.

MB-621 Concert Promotion and Touring

This course examines the business aspects of producing and promoting successful tours and concerts. Students explore the promoter's ability to purchase talent and produce shows, taking into consideration such matters as competition, population, guarantees and percentage splits, ticket pricing and distribution, advertising budgets, production costs, sponsorships, rental agreements, labor, security, concessions, tour packages, and promoter-owned venues. Students also learn how to manage and produce a tour, focusing on a tour theme and marketing plan, routing, itineraries, riders, offers, contracts, sub-contractors, show and tour personnel, merchandising, sponsorships, day-or-show and show settlements.

MB-695 Culminating Experience in Global Entertainment and Music Business

Masters of Arts – Global Entertainment and Music Business students are required to complete a culminating experience. This experience may take the form of a directed study, project or internship. The student will work in consultation with his/her faculty advisor and/or the Music Business Department Chair to develop his/her unique project. The goal is to complete original work at a professional level. A faculty committee composed of the advisor and two other faculty will evaluate the final project that results from the culminating experience. The three-person faculty team will serve as the examining committee.