

MUSIC & MONEY

Fall 2024

Course number: 57-464 (6 Units)

Wednesday, Friday, 10:00a to 10:50a; HOA 224

Office hours by appointment: HOA 228C

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COURSE DESCRIPTION:

This course is intended to develop a working knowledge of the field of music, with particular attention to the organizations, platforms, and efforts in it, and to cultivate an entrepreneurial and curious mindset and imagination about future possibilities in the field.

The goal of this class is to provide students with information about potential career choices in the field of music.

Students will examine types of musical groups, ensembles, and institutions from the standpoint of their economic, business and marketplace realities. Students will be asked to recognize the possibilities in each in building a portfolio career for themselves, and to imagine new directions.

Musical entities will be studied as commodities and products affected by forces just as all consumer goods or services are. Students will acquire a basic understanding of the economic, financial, psychological, and societal realities that affect institutions in the music field.

We will examine contemporary methods of musical content creation and their revenue streams. Where useful, we will consider the history, economic structure, opportunities and challenges faced by each.

We will hear from experts in various music specialties and have the opportunity to ask questions both during class and via email afterward.

There are no pre-requisites to this course - it is designed for students who have no prior knowledge or experience in business, entrepreneurship, or administration.

COURSE SCHEDULE:

Wednesday and Friday, 10:00a to 10:50a; HOA 224

LEARNING OBJECTIVES:

This course will help students make informed decisions about new directions they would like to explore in their own professional musical careers.

Students will understand:

- what constitutes meaningful employment in the creative industries beyond performing and teaching, and how to obtain it or invent it.
- the need to be entrepreneurial, and the attendant need for a growth mindset, and how to cultivate these.
- the economics, challenges, and the governance and financial structures underlying modern large and small musical performing groups as well as in individual careers.
- a broad understanding of the modern recording industry.
- the philanthropic world as applied specifically to music groups and musicians.
- the value of networking.

COURSE STRUCTURE:

This course's teaching/learning methodology is modeled to some degree on the "tutorial system" in use at Oxford and Cambridge universities, wherein students are called upon to verbally analyze, comment, and defend their positions in small group or individual settings. The course instructor will provide information and circumstances regarding a musical group, types of groups, institutions or person, and will call upon the student to analyze the leadership decisions, changing circumstances, stakeholder positions, and financial realities, and suggest possible directions for future success.

In this teaching/learning method, we value the use of logic and reason supported by data. Emotional responses, however sincere and honest, should be interrogated and if found to be based on nothing but emotion, should be discarded without judgement. Personal ("ad hominem") attacks will not be tolerated. Respect for others is critical.

To succeed in this course, the most important thing a student must do is THINK. In order to think productively, students must keep an open mind.

The course instructor will ask questions intended to stimulate thought and discussion. (PLEASE NOTE: you will be able to tell absolutely NOTHING of the instructor's personal opinions or beliefs from the nature of the questions posed. The questions are designed to test the strength of your logic, your thought processes, and the logical and rational foundations of your opinions and arguments.

REQUIRED LEARNING RESOURCES:

Students must be able to access Canvas as required readings and assignments will be posted there. There are no specialized equipment, software, or textbooks required for this course.

ASSESSMENT:

Students are expected to attend class. The majority of the course grade is based upon participation in class discussions, demonstrated quality of thought therein, and performance on

quizzes designed to assess whether the assigned reading was done and comprehended, and the in-class discussion was understood.

GRADING POLICIES:

Final grades in this class will be derived as follows:

80% Class participation and attendance.

20% In class quizzes.

Attendance will be taken at each class.

An excused absence does not relieve the student of the responsibility of reading the assigned material. The instructor will advise a course withdrawal if a student's absences (excused and/or unexcused) total 25% or more of total class meetings at any point.

Please examine the semester schedule in advance of the start of the semester and note if you will need to miss class for an excusable reason such as religious observance, job interview, university-sanctioned event, etc.). If you anticipate a conflict, please notify the instructor as soon as possible.

COURSE POLICIES:

Please silence your phone so you can fully engage with the material, each other, and the lecturer.

To succeed in this class you should:

- Come to class and participate in discussions.
- Read/watch/listen to assigned materials before class.
- Ask questions.
- Think.
- Be curious.

There will be a number of guest lecturers. Please be respectful in formulating questions and comments.

No student may record class, either audio or video, without prior permission from the instructor and if applicable, the guest lecturer.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

If you have a disability and require accommodations, please contact Catherine Getchell, Director of Disability Resources, 412-268-6121, getchell@cmu.edu. If you have an accommodations letter from the Disability Resources office, please discuss your

accommodations and needs with me as early in the semester as possible. I will work with you to ensure that accommodations are provided as appropriate.

STUDENT WELLNESS

You may have experiences that interfere with learning, such as strained personal relationships, increased anxiety, substance use, feeling down or depressed, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may diminish your academic performance and/or reduce your ability to participate in daily activities. CMU services are available, and treatment works. You can learn more about confidential mental health services available on campus at: <http://www.cmu.edu/counseling/>. Support is available (24/7) from Counseling and Psychological Services: 412-268-2922.

SAFE SPACES POLICY

The instructor is dedicated to providing safe and comfortable environment for all students, regardless of race, gender, gender-identity and expression, sexual orientation, disability, physical appearance, age, or religion.

Harassment of any kind will not be tolerated in this course. Harassment includes (but is not limited to) offensive comments, intimidation, class disruption, inappropriate physical contact with students, faculty or guests, or forcing unwelcome attention of any kind. Students will be asked to cease harassing behavior and are expected to comply immediately. Failure to comply will result in dismissal from the class, and/or the course, and disciplinary action by the university.