

The Business of Entertainment Class Syllabus

Instructor: Haqq Islam

The Business of Entertainment is a class designed to give students practical information regarding the business side of entertainment and introduce the student to career options in the field of entertainment outside of being in front of the camera or on stage. The class is enhanced by guest lecturers who provide the students with first hand practical information regarding their careers. This also gives students the ability to question these professionals while enhancing their class experience.

Lesson 1- "What is The Business of Entertainment"

- Define entertainment business?
- What is the music business?
- Different income streams?
- How is money made?

Lesson 2- "The Importance of a Song"

- What is a Song?
- What is music publishing
- What is a music publisher
- Overview of Copyrights
- Problems with Copyrights in the Digital Age

Lesson 3- "What is A Record Label?"

- What is an Indie Label?
- What is a Major Label?
- What is a Parent Company?
- What are the functions and responsibilities of a record label?
- What is an Imprint?
- The Importance of a Record Label in today's world.

Lesson 4- "What is A Record Deal?"

- The 360 degree deal
- The responsibilities of a record company to an artist
- What is recoupment?
- Who works at a record label?

Lesson 5- "What is an Artist Manager?"

- Why does an Artist need a manager?
- The Standard management contract
- Manager's responsibilities
- Touring and merchandising

Lesson 6- "Marketing and Promotion"

- Word of mouth promotion
- Radio
- The Internet
- Video
- New forms of promotion.
- Giving away music for free
- Breaking an artist

Lesson 7- “Distribution”

- CD pricing
- CD sales
- Retailers
- Online Digital Distribution

Lesson 8- “The Flow of Money”

- Money flow between writer and publisher
- Money flow between artist and label
- Legitimate digital downloading
- The I tunes model
- Touring

Lesson 9- “The Impact of Technology”

- Historical Perspectives
- The old model
- The new model
- The 360 degree deal

Lesson 10- “Information for the new artist/writer”

- Please, listen to my demo
- Management
- A and R Representative

Lesson 11- “The Business of Book Publishing”

- What is a book publisher?
- Getting a book deal
- Distribution, old and new

Lesson 12- “Making A Video/Making a Movie

- What is a treatment
- What is a producer
- What is a director
- What is a script?
- The importance of charter development.
- Pre production
- Production
- Post Production
- Distribution

Lesson 13- Career Options

This class will look at the class year and discuss the many career options introduced to the students through this course

Lesson 14- End Overview