Master in Global Entertainment and Music Business

International Marketing and Branding

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.

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.
**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.

**Entrepreneurship and Innovation**

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 regarding 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.

**The Science of Artist Management**

This course explores the science behind representing an entertainment act, whether as an attorney, agent, manager, or business manager. Specific focus is on advising, representing, and furthering the careers of artists and others in the entertainment industry. Students will examine the basics of agencies, and talent booking and contracting, shopping talent, union and government regulations, fee/commission structures, and contractual considerations. Other emphasis will be given to financial management and advising, budgeting, development of a client base, and ethical practices in advisor roles.

**Globalization and Organizational Leadership**

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

**Economics of Entertainment**

The course offers a microeconomic and macroeconomic analysis of the international music and entertainment industries. Students 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 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 also analyze current events in world affairs, and their effect on the music and entertainment trades.

**Publishing and Distribution**

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.
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.

Marketing Management

Marketing Management is 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.

Online and Social Media Management

This course provides a comprehensive analysis of online and social media options available for the promotion of entertainment products and services. Students review the plethora of online tools for marketing, including online advertising, social media campaigns, social media etiquette, and games and contests. Student learn to create a total branding plan for an entertainment asset. The capstone of the course requires students to create an integrated online media plan for the promotion of a new entertainment product or services.
Operations of Live Entertainment

This course examines, in-depth, the aspects of producing and promoting successful tours and concerts. Students explore the concert from the artist side, and what to expect from promoters. We will also review the promoter’s ability to purchase talent and produce shows, considering matters as competition, geography, population, guarantees and percentage splits, ticket pricing and distribution, advertising budgets, production costs, sponsorship, 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, subcontractors, show and tour personnel, merchandising, sponsorships, deposits, day-of-show and show settlements, as well interactions with agents who book the tour.

Music, Media, and Society

Through readings, discussions, audiovisual materials, and research, this course will explore the ways that technology intersects with the consumption and distribution of music and other content, and the societal impacts upon both consumers, musicians, and business involved in the content industry. Some readings and materials will provide a sample of various scholarly works that have proven influential to media and culture researchers. Other case studies will be used to demonstrate the dramatic change in the media industries, with a particular focus on music, since it is perhaps the most beleaguered by technological changes.

Culminating Experience in Global Entertainment and Music Business

Master 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 or project. 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.