

**Music Retail and Manufacturing (73-119)
UW Oshkosh-Fall 2002**

9/06

Instructor: Dr. K. Gainacopulos
Music Dept. Office: 117
Office Hours: by appointment
Phone: 424-4224 music office, 424-2274 my office

The purpose of the course is to provide students interested in music business with an overview of careers possibilities as they relate to music retail and the manufacturing of music products.

Fees: each student will be charge \$10 (minimum) for the cost of field trips transportation—this will be collected during the second week of classes: make checks payable to the UWO Music Dept. (all students must pay the \$10 fee) if a two day+ field trip is planned your cost may be more than the \$10 fee.

TEXTS FOR THE COURSE: (on reserve at the Polk Library-purchase of the texts is not necessary. However the Baskerville will be required in 120 and most music Recording classes.)

Career Opportunities in the Music Industry second edition
Author: Shelly Field
Publisher: Facts On File, Inc.

Music Business Handbook and Career Guide 5th Edition
Author: David Baskerville, Ph. D
Publisher: Sherwood Publishing Company

The Retail Success Guide---pub. By NAMM, Randy Beck

Supplementary Reading: (my reserve, Polk Library)

Exploring Careers in Music, 1990 edition
Publisher: Music Educators National Conference

Inside the Music Business
Author: Michael Fink

The Music Trades, magazine

Music Inc., magazine

In addition various magazine and newspaper articles on careers in music and/or music events will be assigned during the semester.

Syllabus/details: (73-119 Music Retail and Manufacturing

Tuesdays and Thursdays: 1:20 --- 2:50

Instructor: Dr. K. Gainacopulos

Class Format: Lecture and Seminar, guest lecturers, class presentations, and field trips. On occasions it may be necessary to reschedule the class in order to visit a music business or to accommodate a guest lecture--please be prepared to adjust your schedule accordingly--all rescheduled classes are required and will be announced at least two weeks prior to the rescheduled meeting. A regular class meeting will be canceled if field trips are scheduled outside of our regular class time.

Attendance: viewed as attendance in the work place. Be on time, be prepared and demonstrate interest in the class, **take notes**, get assignments in on time, be willing to show effort, be happy! And do not miss more than two classes!

Grading policy: 3 parts, as follows:

- 1) Exam 1; mid semester (end of lectures on career possibilities)
- 2) Exam 2; quizzes---you will be quizzed on each student presentation the day following the presentation of each topic. These quizzes will be added together and your average quiz grade will be translated into a letter grade (A, B, C etc), each quiz will be equal to ten points) Questions will come from the students presenting each topic.
- 3) A detailed/comprehensive report on a segment of the Music Products Industry --this report will be a joint report with several members of the class. It will include a typewritten report, a class presentation covering two class periods (3 hours total) complete with handouts for each member of the class, and very detailed. Subject areas could include: woodwind instruments; brass instruments; strings instruments; guitars; electronic gear; keyboard instruments; recording gear---include in your report/presentation: a history of your subject area, a review of the different instruments sold at Henri's and Heid Music, a comparison of the various models they sell---pros and cons, differences (why one is better than another---selling points) for each model, price differences, accessories etc.

Note taking in class: You are expected to take notes in class and you may be able to use your personal handwritten notes during the exams--
-To be announced prior to each exam.

Also: absences beyond two will lower your grade by one letter.

Field Trips will be scheduled during the semester and you are expected to attend all field trips-- as they are an important part of the class. Most field trips will have to be scheduled during non-class times, so be prepared to adjust your schedules. When a field trip needs to be scheduled at another time our regular class meetings will be canceled. Possible field trips may include: Heid and Henri's Music, the State Music Convention in Madison (late Oct.), Leblanc Music corporation--others

Students are expected to obtain news articles on current events in the music industry, and share them with the class. Students that do this (with at least 5 articles of substantial length) will be given "extra" credit which should serve to assist in their final grade. This could be the difference between a C+ and a B- as an example, or even the difference between a C and a B grade. So please contribute, I expect to give you opportunities to share your articles at the end of most classes—be sure to tell me prior to each class if you have an article to share with the class. NOTE: please read and know the content of your article prior to presenting/reading it to the class, and give me a copy of the article after your presentation--I repeat, articles must be of substantial length or they will not count as extra credit. (full magazine page, special info on up and coming concerts from the Milwaukee Sentinel, etc-----)