

STS 325-003

FUTURE OF THE MUSIC BUSINESS

T Th 11:30-12:50

Prof. David Rothenberg
e-mail: rothenberg@njit.edu or rothenbird@gmail.com

Cullimore 311

office hours: by appointment

COURSE DESCRIPTION:

Humans have always loved music, because it can take us places no other human art form dares to go. We listen, sing, create, stream. Over a hundred thousand new songs are released every day and that's still not enough for us.

When you tell your parents you want to work in music they may have said, "where's the money in that?"

It's a good question, with a long and convoluted history that got us to the present oversaturated situation.

What happens next? Together we are going to find out.

Class will proceed through readings and discussions, with hopefully a fair number of guest speakers beaming in online or showing up in person to help explain how and why music can remain a business in these tumultuous times.

REQUIRED TEXTS:

All these are up on Canvas in digital form, and I'll be sending you additional short readings via email throughout the semester. Otherwise I might not be using Canvas much, preferring instead old-fashioned email.

I expect you to read them. If that's a problem, don't take the class.

David Byrne, *How Music Works*

Ari Herstand, *How to Make It in the New Music Business*

Damon Krukowski, *Ways of Hearing*

Maria Eriksson et al, *Spotify Teardown*

Steven Witt, *How Music Got Free*

COURSE REQUIREMENTS:

Weekly reading assignments, done on schedule. Class attendance is required. Group projects and presentations, occasional writing assignments. **Midterm oral exam, in groups. One final projects, presented in groups.** Class participation in discussion, presentation, and debate is required. We will often divide into small groups to facilitate more constructive thinking.

GRADING

Do not take this class if you expect an easy A. That grade is reserved for the best, most attentive, and hard-working students who always come to class prepared.

If you show up, do a minimum amount of work on assignments, talk and engage politely with other students in class, you will most likely get a B.

If that's a problem, drop the class now. If you really want an A, you're going to have to work at it, and from experience I know just a few of you will be up to the task.

See you in class Sep. 5th.

Any questions, feel free to email me, rothenbird@gmail.com or Rothenberg@njit.edu