Hip Hop History, Music and Culture
H85.1194.001 (Call #71363)
Wednesday 3:30 PM - 6:10 PM
Instructor: Jason King
4 credits
Access Code Needed For Registration: Please email a paragraph stating your interest in the course and background to jasonkingevents@aol.com.

In this class, students will study the history, evolution and social importance of hip-hop from its underground inception in the Bronx in the early 1970s to its current ubiquity as global youth culture. Using audio-visual materials, critical readings and taking class trips when possible, students will consider the issues, themes, and conflicts that inform hip-hop culture, paying specific attention to the significance of key artists in music, fashion, dance and visual art. Students are encouraged to pay attention to and attend hip-hop events around the city and in the daily media. This course may count as General Education Humanities credit for non-majors. Please check with your department.

Artist Development Lab
H85.1006.001 (Call #75231)
Monday, 6:20-9:00pm
Instructor: Kelly Haley
4 credits

Once the deal is signed and the record is nearly complete, the artist and his/her album have to be 'developed' to succeed competitively in the marketplace. An essential component of the recording artist's journey, artist development is the responsibility of the record label's creative team, especially A&R, marketing, publicity, as well as a host of creative freelance professionals. This course, designed for aspiring artists, music executives, entrepreneurs and record producers, introduces students to both the business of artist development and the creative strategies required to succeed in A&R, marketing and publicity. Through reading assignments, screenings, guest speaker presentations, in-class discussion and a series of individual and collaborative projects, students are expected by the end of the course to possess the fundamental skills and knowledge necessary to contribute to an artist's creative development. In the final project for the course, students will create an artist development plan that provides strategies and components that will contribute to marketing and promoting actual artists—professional or amateur—chosen from the large pool of talent in New York City. Class readings may be culled from Jim Pettigrew's The Billboard Guide to Publicity and Tad Lathrop's This Business of Music Marketing and Promotion, and other sources.

Producing the Visual Image in Recorded Music
H85.1140 (Call #71360)
Monday, 6:20-9:00
Instructor: Joe Mama-Nitzberg
4 credits

In recorded music, a performer's visual image has always been of great importance; perhaps now more than ever. This practical course is designed to inform students about the art and business of creating visual images in recorded music. Visual image production includes creating album covers, publicity photos, promotional videos as well as the overall personal image and "brand" of the artist. As we discover the players that produce such images and the means by which they pursue their craft, we will also analyze the Art Historical source material and the cultural and theoretical discourse that they have inspired and been inspired by. In collaboration with students in the Artist Development Lab course, students will participate in a photo shoot and will end the semester with a portfolio of their assigned artist's marketing and publicity materials. Photo students are particularly encouraged to enroll.

Note: This course will incur a lab fee of $215 for non-majors.

Constructing a Record Label
H85.1104.001 (Call #75472)
Wednesday 6:45-9:30 (First 7 weeks of the semester)
Instructor: Lauren Davis
2 credits

This course exposes students to the challenges involved in, and gives students the skills that are required for, dealing with the legal and business problems that arise in connection with starting and building a successful music enterprise. Topics include: business formation, A&R, acquisition of rights, financing options and sources, business models, manufacturing, distribution, marketing. In addition, students consider how advances in digital technology have impacted all aspects of how music is created, distributed and marketed. For the final project, students develop and present a commercially viable business plan to launch their own music venture.

Women as Entrepreneurs in Popular Music
H85.1170.001 (Call #75543)
Wednesday 6:20-9:00 (Second 7 weeks of the semester)
Instructor: Lauren Davis
2 credits

Women are making significant contributions as creative and business leaders in all areas of the music industry. In this course, students will learn about entrepreneurship as a process that can be applied to launching and sustaining a successful creative business enterprise in the music industry. Students will first engage in a historical and critical examination of the role that women have played, and the skills that have enabled them to succeed, as creative and business leaders in popular music. Class discussions will focus on helping students identify and develop the skills and strengths they need to become future artistic and business entrepreneurs. Guest speakers will include women entrepreneurs who are leading companies and who have successfully started their own business ventures in the music industry. Students will learn the circumstances and strategies behind their success. By the end of the course, students will put together an individual short term and long term plan to advance their careers as future executives and leaders in the music industry.