



Music business PROGRAM: Los angeles

Program Description

12 Month Certificate Program

653 Clock Hours / 52 Credit Hours

The Music Business Program: Los Angeles is an immersive educational experience that provides students a well-balanced study of the modern music industry guided by working professionals Icon Collective teaches the principles, and best practices of the music industry as an integral part of the process of managing, and developing artists then provides the tools and strategies for graduates to help brand, market, distribute, sell and tour with their clients' music.

Program Objective

The Music Business Program: Los Angeles provides students with an outstanding education that prepares them for successful careers in the entertainment industry as a member of the Icon Collective community of artists, producers, music industry professionals, and entrepreneurs.

Icon Collective educates, motivates, and inspires students to overcome mental barriers and thrive in an environment where entrepreneurship, creativity, and technical prowess achieve success.

Potential Careers

Graduates of the Music Business Program: Los Angeles are prepared to create entrepreneurial careers in a wide range of roles within the music industry. Some of the most common are:

- Entrepreneur
- Talent Agent
- Event Promoter
- Artist Manager
- Artist and Repertoire Manager
- Record Label Owner/Management
- Tour and Stage Manager
- Marketing Manager

Level One

13 Credit Hours / 142 Clock Hours
11 weeks

BSM111 Business Management I

1 Credit Hour / 11 Clock Hours
Prerequisites: None

This course is an overview of the activities involved in managing a business. Topics covered will include accounting, finance, invoicing, and communication, and provide a stable foundation and knowledge base of business administration for the music industry entrepreneur.

MBP111 Music Business Principles I

2 Credit Hours / 22 Clock Hours

Prerequisites: None

The first level of this sequence will identify the structure and main components of the Music Industry. Students will demonstrate a perspective understanding of the current state of the business, roles of various sectors and their functions including record labels, artists, executives, management, creative, publishing, distribution, law, and technology.

MMK111 Marketing I

2 Credit Hours / 22 Clock Hours

Prerequisites: None

This course introduces and explains the principles of traditional marketing, and digital marketing; Through presentations, coursework, and discussion, students dissect current music marketing campaigns, and appraise the components and strategies used to optimize social media presence to successfully market music brands.

BRN110 Branding

2 Credit Hours / 22 Clock Hours

Prerequisites: None

The course centers on recognizing brand fundamentals and competitive advantages of branding. Students will conduct research on brand construction, brainstorm ideas and present a visual identity by making use of symbols and storyboards; developing student's ability to showcase best practices for brand strategy, inspiration, design execution, function, and launch.

MBD110 DAW: Introduction to Ableton and Pro Tools

2 Credit Hours / 22 Clock Hours

Prerequisites: None

This course is an introduction to Pro Tools and Ableton that teaches the practical applications of these DAWs (digital audio workstations) for the music business professional. The course will cover the equipment needed when choosing a system, navigating the DAW, recording and editing audio and MIDI, as well as mixing and delivery of final masters.

HST120 Music History

2 Credit Hours / 22 Clock Hours

Prerequisites: None

A survey of the history of popular music through the ages. This course utilizes rich multimedia accompaniment to regular class discussion to highlight the lineage of influence which spawns current popular music today. Discussing prehistoric music, through church and classical, gospel, motown, rock, grunge and electronic; this course exposes students to musical and technological concepts and innovations that led to the existence of contemporary music as we know it.

VDN110 Visual Design

1 Credit Hours / 11 Clock Hours

Prerequisites: None

This course will give students an understanding of the fundamental principles of visual design, and typography. Coursework will focus on comprehension of design concepts, including balance and alignment, contrast, repetition, emphasis, proportion, movement, spacing and kerning. Students will also interface with the Adobe Creative Suite, including Photoshop, Illustrator, After Effects, in order to formulate assets that effectively market and brand a musical artist.

DCL111 Discussion Lab I

1 Credit Hour / 10 Clock Hours

Prerequisites: None

A weekly in-class practical assignment and discussion guided by the instructor. The instructor will monitor progress in the work and provide assistance and tutoring where needed. The Discussion Lab course will be a constant source of support to increase knowledge, develop skills, clarify concepts, and build a student's capacity to understand the music industry at a deeper level to help ensure academic success.

Level Two

14 Credit Hours / 152 Clock Hours

11 weeks

BSM122 Business Management II

1 Credit Hour / 11 Clock Hours

Prerequisites: Business Management I

During the second level of this course, students will develop skills in critical thinking and decision making. Coursework will support the development and practice of leadership fundamentals, including communication, business ethics, influence, emotional intelligence, and resource management: people, money, time.

MBP122 Music Business Principles II

2 Credit Hours / 22 Clock Hours

Prerequisites: Music Business Principles I

The focus of this course is to demonstrate the principles and essential aspects of music licensing, music publishing, product management, independent record label structure, record promotion, and streaming promotion. Through weekly analysis and discussion, students will formulate an understanding of the procedures of music clearance, ownership of compositions, monitoring of marketing campaigns for both artists and the label, music rights terminology, royalty and data flow, and the role of collection societies.

MLW121 Music Law I

1 Credit Hour / 11 Clock Hours

Prerequisites: None

The course is an introduction to the legal aspects of the music industry. Students will classify the core elements of sound recording copyrights; coursework will examine intellectual property law through publishing, trademarks, design rights, and image publicity rights.

MMK122 Marketing II

2 Credit Hours / 22 Clock Hours

Prerequisites: Marketing I

Building on concepts from Marketing I, students will distinguish the core fundamentals of Artist Marketing. Coursework explores defining a unique value proposition, developing an appealing visual strategy, content creation, capturing and tracking data through various sources in order to optimize release rollouts.

AGT121 Agency & Touring I

2 Credit Hours / 22 Clock Hours

Prerequisites: None

Students will gain exposure to live performance, touring, and talent booking industry and be able to recognize and differentiate the roles of different sectors; Classes will cover integral elements of planning a tour and live events management, and the pivotal role of booking agents, agencies, and tour

managers. Students will also gain a solid understanding of the various income streams available such as ticket sales, sponsorships, and merchandising.

STB121 Studio Business I

2 Credit Hours / 22 Clock Hours

Prerequisites: None

A course that will introduce students to the effective management techniques of studios and studio time, by examining the standards and procedures of recording studios. Coursework and discussions will include recording session planning and booking, equipment selection, communicating with technical and creative staff, and creating a plan to maximize studio time.

ADV121 Artist Development I

2 Credit Hours / 22 Clock Hours

Prerequisites: None

A&R I is designed to help students gain a broader understanding of the music creation process. Coursework focuses on the analysis of real-world examples in popular music, the mechanics of developing an artist, and about the collaborative process of producing a record. The student develops an understanding of song structure and standard arrangement techniques that form the foundation of compositional studies. Students will distinguish how to work with primary stakeholders in the creation of intellectual property, administration of legal clearances for featured artists, producers, writers, engineers, and record label representatives.

TML120 Tech & Media Lab

1 Credit Hour / 10 Clock Hours

Prerequisites: None

This lab will serve students with weekly assignment prompts, which they will then execute in real-time. Exercises include creating and editing social media banners, social media account optimization, produce a digital ad campaign, produce radio edits, and fix mistakes in podcast audio. The lab provides benefits to the practical application of substantive industry work.

DCL122 Discussion Lab II

1 Credit Hour / 10 Clock Hours

Prerequisites: All Los Angeles Level 1 courses

A weekly in-class practical assignment and discussion guided by the instructor. The instructor will monitor progress in the work and provide assistance and tutoring where needed. The Discussion Lab course will be a constant source of support to increase knowledge, develop skills, clarify concepts, and build a student's capacity to understand the music industry at a deeper level to help ensure academic success.

Level Three

13 Credit Hours / 141 Clock Hours

11 weeks

AMG131 Artist Management I

2 Credit Hours / 22 Clock Hours

Prerequisites: None

Part 1 of this course will qualify students to direct the career success of an artist through the lens of the artist manager role. Recognizing the critical competencies of a manager and primary obligations of managing artists; topics include translating requirements and interfacing between teams, exercising cross-functional influence, manager code of conduct, income streams, and preparation to help students become active artist managers in the music business.

MLW132 Music Law II

1 Credit Hours / 11 Clock Hours

Prerequisites: Music Law I

The second level of this course is an in-depth evaluation of different types of agreements and contracts in the music industry, a review of relevant landmark music-related court cases, and the Music Modernization Act. Students will formulate ideas and constructs on how these rulings and policy changes impact the music industry. Discussions and classwork will outline and define critical terminology and primary provisions that make up various types of music industry agreements, including recording contracts, producer agreements, and songwriter deals.

AGT132 Agency & Touring II

2 Credit Hours / 22 Clock Hours

Prerequisites: Agency & Touring I

Continued advancement in the fundamental segments and process of successful touring. This course is a comprehensive overview of domestic, collegiate, and international markets. Topics covered include team communication and collaboration, live show production and design, travel logistics, event promoters, finances, venue deals, technical riders, and possible challenges of being on the road. Classes will also examine the topic of mental health and dealing with fame, the rigors of travel, addiction, self-care, taking time-off, and avoiding creative burnout.

STB132 Studio Business II

2 Credit Hours / 22 Clock Hours

Prerequisites: Studio Business I

This course demonstrates the process of planning and running creative writing sessions and music production camps. Topics include learning appropriate studio terminology to communicate effectively, recognizing different audio file types, improving referencing and critical listening skills, creating for a specific genre of music, and how studio time and function has evolved with the advent of online collaborations.

ADV132 Artist Development II

2 Credit Hours / 22 Clock Hours

Prerequisites: Artist Development I

Establishes a framework for students to distinguish between a great songwriter and a great artist. Students will critique performance and authenticity to support a songwriter that requires additional coaching. Examine the core components that make up great songs and the artists who make them. Songwriting is examined and demystified as both a career and a process. Instills a greater understanding of lyric writing, melodies, and hooks, writing for vocalists, and the collaborative songwriting process. Coursework includes understanding topics such as chord progressions, melody structure, and rhythmic shifts, and what makes a great artist.

ART131 The Art of Flow I

1 Credit Hour / 22 Clock Hours

Prerequisites: None

Introduction to techniques used to tap into an artist's creative potential and talent. Students learn how to overcome writer's block and continue the flow of creativity throughout the process of developing their music. Discussions focus on critical analysis and overcoming fear, trusting their creative intuitions, developing exercises to maintain inspiration, and learning to apply discipline, dedication, and faith in the development of a unique artistic path

MBL130 Marketing & Branding Lab

1 Credit Hour / 10 Clock Hours

Prerequisites: None

This lab will serve students with weekly assignment prompts, which they will then execute in real-time. Exercises include putting together marketing rollouts and campaigns, brand analysis, storyboards for brands, typography combinations, page layouts, and composition. The lab provides benefits to the practical application of substantive industry work.

BZM131 Music Business Mentor I

2 Credit Hours / 10 Clock Hours

Prerequisites: None

A weekly in-studio mentoring session with a music business professional. Mentors provide guidance in the development of the student's career and monitor the student's progress in other courses, providing assistance and tutoring where needed. The Music Business Mentor courses provide a constant source of support to help ensure academic success.

Level Four

12 Credit Hours / 218 Clock Hours

11 weeks

CLB142 The Collaboration Project

2 Credit Hours / 14 Clock Hours

Prerequisites: None

Capstone course focusing on how to work successfully in teams and overcome obstacles to produce a musical project. Students are provided with objectives and milestones to create a 3 song EP in a collaborative effort. Topics include song creation, writing sessions, sound design, branding, recording, mixing, and mastering.

AMG142 Artist Management II

2 Credit Hours / 22 Clock Hours

Prerequisites: Artist Management I

Part 2 of this course advances the preparation of students to direct the career success of an artist through the lens of an artist manager role. We will review key terms of an artist management contract, the business of being an artist manager, working with multiple acts, record labels, advising artists on short vs. long term career planning, and launching an artist.

ART212 The Art of Flow II

1 Credit Hours / 22 Clock Hours

Prerequisites: The Art of Flow I

Diving deeper into techniques around the holistic process of creating music, this course challenges students to re-examine preconceived notions about their lives and creative processes. Discussions include a focus on parallels to artistry in alchemy and the hermetic arts, and how they relate to unlocking the flow of creativity.

INT140 Music Industry Internship

5 Credit Hours / Minimum of 150 Clock Hours

Prerequisites: All Los Angeles Level 1-3 courses

This highly valuable experience will provide an opportunity for students to gain first-hand music industry knowledge, practice communication, teamwork skills and develop relationships; enhancing a student's academic career, and personal development.

BZM142 Music Business Mentor II

2 Credit Hours / 10 Clock Hours

Prerequisites: Music Business Mentor I

A weekly in-studio mentoring session with a music business professional. Mentors provide guidance in the development of the student's career and monitor the student's progress in other courses, providing assistance and tutoring where needed. The Music Business Mentor courses provide a constant source of support to help ensure academic success.