





- c. History of Copyrights and Copyright documentation
- d.b. Broadcast rights: Radio, TV, and Streaming
- e. Digital Distribution
- 4. Arts Marketing and Promotion
  - a. Social Media Outlets
  - b. Electronic Press Kit : EPK (building your own)
  - c. Marketing Plan Outline
  - d. Branding
  - e. SWOT Analysis
- 5. Merchandising and Distribution
  - a. What is Merch and Swag
  - b. Internet Distribution
  - c. Physical Distribution
  - d. National and International Distribution
- 6. The Self-Employed Artist (Agents, Manager and Attorneys)
  - a. Standard Contract Agreements Primer
  - b. Costs: Recording, Promotion, Advertising and ROI
  - c. Ownership of Masters/Publishing Rights
- 7. Demographics: Audience, Fans, Social Media and your family
- 8. Marketing Part II: Marketing Plan/Business Plan
  - a. Press Kit: EPK and Press Page Creation
  - b. History of Copyrights and Copyright documentation
  - c. Marketing Plan Outline review
- 9. Technology
  - a. Music Technology Overview
  - b. Internet Technology Overview
  - c. Using technologies for Music Marketing
- 10. The Record Industry: The Record Deal
  - a. Royalties
  - b. Performance Rights Organizations
- 11. Contracts
  - a. Performance Rights Organizations
- 12. Music in Broadcast and Film, Classical Music
- 13. Music Business: Presentation and Preparation

