



**NYU**

Clive Davis Institute of

**Recorded Music**

## MUSIC INDUSTRY ESSENTIALS



The **Music Industry Essentials** online certificate program explores all aspects of the music industry -- from the industry's own origins to finding your place in it today. The program combines interactive learning tools and real-world activities to create an engaging and fun education experience.

Faculty from New York University's Clive Davis Institute of Recorded Music, along with contributors from Billboard, provide compelling video lessons, while entrepreneurs and experts from throughout the music world add perspective to help you build your skills and discover career paths in the industry.

**Music Industry Essentials consists of six course modules covering:**

- History of the Recording Industry
- Money Matters in Music
- Creativity in Content and Artistry
- Building Your Image and Marketing
- Producing the Record
- Marketing Music in the New Economy

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills. Students earn a non-credit Certificate of Completion from NYU upon successfully finishing the program.

**MUSIC INDUSTRY ESSENTIALS LEARNING GOALS :**

1. You will gain an understanding of industry terminology and the diverse roles people play across the music industry.
2. You will be able to identify and discuss various forms and structures of songs, as well as their production elements.
3. You will be able to pinpoint the instrumentation and other equipment necessary to write, perform, record, or distribute music digitally or traditionally.
4. You will be able to create an artist and brand identity that informs marketing and media strategy.
5. You will gain an understanding of revenue streams and marketing strategies in music.
6. You will be able to explain the historical development of the music business.
7. You will learn how to identify a personal voice for marketing, managing, songwriting and performing.
8. You will develop an understanding of various roles and career paths in the music industry.

**STUDENT BENEFITS :**

1. Certificate of Completion (non-credit) in Music Industry Essentials from NYU | Clive Davis Institute of Recorded Music
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced
5. Engage with other students and group moderators in forums designed to encourage interaction and networking

## MODULE 1: HISTORY OF THE RECORDING INDUSTRY

The history of the music industry dates back to the early 18th century. From inventions like the microphone and the phonograph to the creation of the flat disc, watershed moments have shaped the industry into what it is today. Many of today's artists, managers, engineers, and producers rely upon this rich history when creating quality sounds and projects, and this module will give you a foundation to do the same.

### KEY CONCEPTS COVERED :

- Pivotal moments and figures in music history
- Sheet music and the birth of music publishing
- The invention of phonograph and the birth of the record business
- The growth of American music
- How key aspects in the music industry evolved
- The different roles played by publishers, managers, industry executives, singer-songwriters, and record producers
- Artist performance, archetypes, and creating a "trademark" sound
- The Digital Revolution's effect on composition, distribution, and revenue generation



**KERRY GORDY**



**DAN CHARNAS**

### CONTRIBUTORS :

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## MODULE 2 : MONEY MATTERS IN MUSIC

Many people can get paid, and paid well, in the music industry. The artist, songwriter, and producer are just a few of the people who get a cut of the profits, and a thorough knowledge of the industry can open up new revenue streams. An artist and their team can earn money in a variety of ways, but to make the most of an opportunity, you must know the right procedures, rules, and regulations. This module explores revenue-generating practices, focusing on the impactful roles played by the producer and manager.

### KEY CONCEPTS COVERED :

- Who gets paid and how (producers, crew, management, etc.)
- The roles of managers and producers
- Understanding revenue streams
- Secondary and tertiary market incomes
- Licensing deals and influencer marketing
- Linear and nonlinear money
- Understanding Mastering, Mixing, and Metadata
- Live performance and touring
- Tour revenue and budgets
- Costumes and prop design



DJ CLARK KENT



JEFF RABHAN

### CONTRIBUTORS :

**Jeff Rabhan**, Chair,  
NYU Clive Davis Institute of Recorded Music

**Kareem "Biggs" Burke**  
Entrepreneur

**Mark Freiser**  
CEO & Founder SyncSummit / SyncExchange

**Karlie Hustle**  
Music Industry Expert

**DJ Clark Kent**  
God's Favorite DJ

## MODULE 3: CREATIVITY IN CONTENT AND ARTISTRY

Creativity is key when it comes to crafting content in the music industry. Learning how to develop your persona and tell your story through song are just a few of the essential skills covered in this module. You will also learn how to develop your brand, build your audience, and develop a community around you as a performer. All of these elements make crucial contributions to a successful live performance, a discussion of which concludes this module.

### KEY CONCEPTS COVERED :

- Choosing instrumentation and tools
- Creating a persona to channel your intention as a performer
- Telling a story through song
- How to approach authenticity
- Developing a community in your audience
- Live instrumentation
- The structure and sequence of a performance
- Touring and concerts
- Building performance stamina
- Staging and costumes for performance
- Advance information and the hospitality rider
- Media and marketing strategy



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**Mark Hines**, Creative Technologist  
 The Marksmen

**Johnathon Kreinik**  
 Front Of House Sound Engineer  
 Union Pool

**Suz Paulinski**, Mindset Coach  
 The Rock / Star Advocate

## MODULE 4: BUILDING YOUR IMAGE AND MARKETING

Aside from creating music, an artist has to build an image and brand to help promote their project. In this module, you will explore the importance of image and personal brand message alignment. Learn how genre classification affects your brand and how to use “The Law of the Category” to become a marketplace leader. This module also looks at concepts like positive exclusivity that can be applied to marketing campaigns.

### KEY CONCEPTS COVERED :

- Marketing music
- Building your image, brand and viewpoint
- How music gets discovered
- Building an audience
- Developing and leveraging social capital
- Traditional and contemporary press methodologies
- Orthogonal thinking
- Quant-based methods in marketing strategy
- The power of positive exclusivity
- Growth hacking



**PETE ROCK**



**TIFFANY HARDIN**

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 DAS Communications

**Tiffany Hardin**  
 Strategic Brand Partnerships &  
 Culture Marketing

**Corey Roberts**, Vice President,  
 A&R/Research  
 Downtown Music Publishing

**Ryan Leslie**, Recording Artist/Music Producer,  
 CEO & Founder SuperPhone

**Pete Rock**, Producer / DJ  
 Soul Brother Number One

## MODULE 5 : PRODUCING THE RECORD

In this module, we will explore the key elements of record production. The job of the Record Producer is to help bring the artist's musical ideas to life and a producer's unique approach and technical proficiencies are an integral part of the musical product. We will discuss everything that contributes to the final product, from songwriting and studio production to marketing and the song split.

### KEY CONCEPTS COVERED :

- Songwriting philosophy
- Song structure and form
- Storytelling in song
- The role of the music producer
- The function and core elements of the studio
- The digital and analog workflow
- Positioning a song and artist in the market
- Identifying product-market fit and developing an audience profile with data
- Social media and content marketing
- Music journalism



**NICK SANSANO**



**BOB POWERS**

### CONTRIBUTORS :

**Bob Power**, Associate Arts Professor  
Grammy and multi-platinum Producer/Mixer

**Mark Hines**, Creative Technologist  
The Marksmen

**Nick Sansano**, Professor  
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## MODULE 6 : MARKETING MUSIC IN THE NEW ECONOMY

The music industry is rapidly evolving and marketing is essential to artists, managers, and music business entrepreneurs. This module provides an overview of different approaches to music marketing used by artists and industry innovators, exploring a variety of methods used to reach core fans and communicate with them effectively. Learn how to leverage social media and content marketing channels and how to tell authentic stories that will get shared in the new economy.

### KEY CONCEPTS COVERED :

- When to market your music
- Modern music marketing strategies online and in print media
- Finding followers and listeners using the web and social media
- Music distribution models
- Streaming mechanicals and associated income



MARC PLOTKIN

SILVIO PIETROLONGO



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Billboard

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Charts and Data Development  
Billboard

## ENROLLMENT DETAILS

### How do I apply for Music Industry Essentials?

The application for Music Industry Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=music>

### How much does the program cost?

The cost of the entire program, which includes all six course modules, related activities, and an NYU | Clive Davis Institute Certificate of Completion, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your NYU Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

### What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

### Is there financial aid available?

No, financial aid is not offered for Music Industry Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

### What is your cancellation policy?

You can withdraw from a session hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

### How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.

## THE PROGRAM

### **Are there any prerequisites, age requirements or restrictions?**

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for music and learning.

### **What do I get when I complete the program?**

Students who successfully complete the program will earn a Certificate of Completion in Music Industry Essentials from NYU. Music Industry Essentials is a non-credit program.

### **How long do I have to complete the program?**

With your enrollment, you will have unlimited access to the full program for one year. For almost all of our students one year is more than enough time to work through the programs and fully absorb the content.

### **What if I need more time?**

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

### **Can I download course videos or materials?**

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

### **What can I expect to accomplish by the end of this course?**

Music Industry Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the music industry works and a better understanding of where their passion lies. Second, with the Certificate of Completion from NYU | Clive Davis Institute on their resume, they differentiate themselves from the rest of the pack.

### **What type of people enroll in Music Industry Essentials?**

People with all levels of experience, and in all stages of their career, benefit from enrolling in Music Industry Essentials. But you will have something in common with all of our students — a passion for music and desire to build a successful career doing what you love! Our students might be working in the music industry and looking to get ahead, or working in a different industry looking to switch careers.

They might be heading to college; in college; or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the music world. They might be like you — a future leader in music!

### **Where do I find the program materials?**

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

### **Which devices can I use to watch the class videos and access other program materials?**

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

### **When and where do the classes meet?**

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

### **How much time do I need to dedicate to the program?**

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

### **After I complete the certificate in Music Industry Essentials, what comes next?**

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the music industry you feel passionate about. If you find that you want to learn even more about a specific area of the music industry, NYU offers a number of in-person and online program options. Visit <https://tisch.nyu.edu/clive-davis-institute> to explore.

### **Who is Yellowbrick and why are they involved?**

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.