

- 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

