

MUM 2702
Professor Calle

RECORD COMPANY ASSIGNMENT

Hello Everyone,

The basic idea of this assignment is to create a concept for the record company and a flow chart of some type that clearly defines the roles of key divisions and personnel.

Needless to say, the creative part of the assignment is giving you the freedom to create the company. The pitfall is to make the company too large and not have a clear picture of the final product.

I would like you to take the following criteria into consideration.

1. Name of the Company
2. Logo (extra credit)
3. Number of branches or divisions. This particularly refers to the types of music you would like to feature on the label.
4. Location or office space.
5. Number of rooms, offices or cubicles needed.
6. Number of staff and their respective titles or positions. This part includes but is not limited to such positions as:
 - President
 - Vice President
 - A&R
 - Finance
 - Publishing
 - Merchandising
 - Marketing
 - Promotions
 - Publishing
 - Legal
 - Secretarial/office managers
 - Interns
 - Custodial
 - Receptionists
 - Artists

7. Methods of delivery? CDs, MP3s, downloads or what?

8. Distribution.

9. How much startup money will you need?

10. How will you base your employees salaries. Independent contractors, W-2 employees, commission/points, etc?

Extra Credit:

1. How much money will you invest in recording your first artist?

2. Will you be looking for a finished product to distribute or will you start from scratch?

3. What kind of video budget do you expect to spend? Will you have a video?

IDEAS:

Obviously, money is the primary hurdle. Therefore, take a look at a "youth movement". Note that if you can attract talented young people who are self-motivated and on the rise, you will probably have a productive and affordable work force.

Try to assign one person more than one job and in turn, offer them points for performance or earnings. Basically, everyone is a "producer". This will give people more responsibility but will also give them a bigger stake and reward for the success of the company.

I know this is a large assignment.

YOU MAY WORK IN GROUPS IF YOU SO DESIRE. THE GROUPS CAN BE OF ANY SIZE YOU CHOOSE UP TO 4 PEOPLE. THE ENTIRE GROUP WILL RECEIVE THE SAME GRADE.

The assignment is due via e-mail or in my mailbox on or before Wednesday, December 18th at 12:00 noon. PLEASE BE PROMPT OR YOUR GROUP WILL EARN AN INCOMPLETE.

I suspect that projects will range between 5 and 20 pages in length at a double spaced type. I don't need a lot of rambling. I just want the concepts, the facts and a basic flow chart or financial and responsibility "trees".

GOOD LUCK.

Professor Calle