



Keywords: Introduction to Music Technology and the Music Business

Topic Title: Introduction to Music Technology and the Music Business

Introduction to the topic: An overview of who works within the music industry and how it operates

What lessons will you cover during the topic? Roles and responsibilities, development of music technology, music business, marketing, promotion, selling and distributing music

Keyword	(responsible for...)
musical artist:	creation and development of material performance of material
composer/songwriter:	composition of music composition of lyrics
lyricist:	composition of lyrics
arranger:	assembly of musical material creation of parts
session musicians:	performance of given material
sound designer:	production and manipulation of sounds
DJ:	selection and performance of material
producer:	oversight of projects development and arrangement of material making creative decisions
technician:	maintaining and repairing equipment
engineer:	set up of recording hardware and software
manager:	negotiating contracts finding opportunities for client overseeing the career development of clients
publicist:	creating marketing strategies running promotional campaigns developing the public image of clients
artist and repertoire (A&R):	sourcing talent for record labels planning artist development