

SYLLABUS: MUIN497, Fall 2017

Special Topics, Case Studies, & Analysis: The Latin Music Industry

Instructor: Loren Medina, MA
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Office Hours: By appointment, TMC118
Class Days/Times: Wednesdays 4-5:50 PM
Classroom: TMC 112

Special Topics, Case Studies, & Analysis: The Latin Music Industry is a course which provides an overview of the current musical landscape in the Latin industry in both the U.S. and Latin America. With recent global hits “Despacito” and “Mi Gente” and Latin acts becoming a third of YouTube’s most-viewed artists in 2017, we are seeing unprecedented opportunities for Latin music to be accepted as mainstream in the U.S. This course delves into the top trendsetting markets in Latin America, explores musical genres from Latin Pop to Regional Mexican, and thoroughly analyzes the U.S. Latin demographic in regards to the genres they favor to the platforms they use to discover music to how culture shapes music. This course examines key milestones, the artists who paved the way for Latinos and the importance of Latin music on a global scale.

Objectives

The goal for the course will be to explore, research, and analyze major current trends in the Latin music market. The intent is for students to gain an in-depth understanding of the topic or trend and the underlying forces that have brought it to the fore. A significant part of the class will be to research several topics in order to have a comprehensive understanding to the U.S. Latin music industry.

Requirements, Exams and Grading Information

	Maximum Points
1. Musical Genre Case Study	100 (10%)
2. Latin America – Country Case Study	100 (10%)
3. Artist Case Study	100 (10%)
4. Comprehensive Concert Review (5 pages)	150 (15%)
5. Current Topics - Class Discussion	150 (15%)
6. Research Assignments	200 (20%)
7. Final Project	200 (20%)

Grading Scale

930-1000 = **A** // 900-920.9 = **A-** //
880-890.9 = **B+** // 830-870.9 = **B** // 800-820.9 = **B-**
780-790.9 = **C+** // 730-770.9 = **C** // 700-720.9 = **C-**
680-690.9 = **D+** // 630-670.9 = **D** // 600-620.9 = **D-**
590 & below = **F**

Materials

No textbooks required

Classroom Behavior:

As a matter of professional and academic respect for each other and any guests, the classroom is not an appropriate place for multitasking on any electronic devices while class is in session. This includes email, Facebook, IM, texting, etc. Laptop use in this class will be treated as a conditional privilege, for note taking/class related purposes only. If devices become a problem, I reserve the right to prohibit this in class for everyone (yes, all laptops!) for the rest of the semester. Of course, if you have a communications emergency you are welcome to simply step outside the room at any time with your device(s) to address it...no questions asked (I would prefer that!). Inappropriate behavior also includes distracting discussions beyond the context of our activities. If you are asked to leave class for any such reason, you must make an appointment with the program chair to discuss the matter before you will be readmitted to class.

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Blackboard:

Course materials, documentation and grades will be posted on Blackboard at blackboard.usc.edu. Term papers must be submitted in BOTH hard copy format AND uploaded to Blackboard before they are accepted (see Content>Turnitin/upload folder, which gives a date stamp to verify deadline compliance, and compares it against numerous online/hardcopy sources and past student papers). All e-mail correspondence from me to the class will be sent via Blackboard, which defaults to your USC e-mail account unless you choose to edit your personal info therein. Check your e-mail regularly for class news/updates.

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards”

<https://policy.usc.edu/student/scampus/part-b>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, intimate partner violence, stalking, and harassment are prohibited by the university. You are encouraged to report all incidents to the *Office of Equity and Diversity/Title IX Office* <http://equity.usc.edu> and/or to the *Department of Public Safety* <http://dps.usc.edu>. This is important for the health and safety of the whole USC community. Faculty and staff must report any information regarding an incident to the Title IX Coordinator who will provide outreach and information to the affected party. The sexual assault resource center webpage <http://sarc.usc.edu> fully describes reporting options. Relationship and Sexual Violence Services <https://engemannshc.usc.edu/rsvp> provides 24/7 confidential support.

Support Systems:

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://ali.usc.edu>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* <http://dsp.usc.edu> provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.

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Course Topics/Schedule Guide

(Note – Instructor reserves the right to revise these specific dates/topics at any time in order to meet the greater class priorities, as the course progresses)

Week 1 (8/23)

Introductions, syllabus review, and overview of the course's objectives and goals. Learn about your peers and choose the group you will work with through the semester.

***Current topics – class discussion:** *Each week your group is to find one article related to the following week's topic to be discussed at the beginning of each class.*

Week 2 (8/30)

Overview of the current landscape of the Latin music industry in the U.S. How global hits “Despacito” and “Mi Gente” are creating opportunities for Latin culture to break into the mainstream. Is this indicative that Latin music can finally be accepted as general market? Why is Latin music important in the U.S. and globally? **Assignment #4 - Comprehensive Concert Review (5 pages).** **Due date: Friday 12/1.** **Please note you have all semester to attend and review a concert. Please begin to research Latin artists performing in L.A. and plan accordingly.**

Week 3 (9/6)

Analysis of Latin music's diverse genres from trap to bachata. What's hot? What are first and second generation Latinos listening to in the U.S.? **Assignment #1 - Musical Genre Case Study.** **Due date: Wednesday 9/13 before class.**

Week 4 (9/13)

Immigrants v. U.S. born Latinos. What musical genres appeal to which audience and how they consume music. Opening markets through cross-genre collaborations. How being bilingual and bicultural has impacted the trajectory of Latin music. CDs vs. downloading vs. streaming.

Week 5 (9/20)

Discussion of the top Latin artists in the U.S. - streaming, touring, YouTube and album sales. The reasons for their successes. Analyze and compare playlists in different platforms. How streaming has played a role in the dissemination on Latin music. **Research Assignment #1 – Latinos Leading the Playlist Game.** **Due date: Monday 9/25.**

Week 6 (9/27)

Overview of 5 of the trendsetting and most lucrative markets in Latin America (Mexico, Puerto Rico, Colombia, Cuba, Argentina). Which markets influence what genres which trickle down to the rest of Latin America and the U.S. Music subcultures in Latin America. **Research Assignment #2 – Analyze 1 successful artist in each of the top 5 Latin markets.** **Due date: Due Wednesday 10/3 before class.**

Week 7 (10/4)

Touring in the U.S. and Latin America. Which Latino artists are successful in the U.S.? In Latin America? What genres work for major markets in the U.S. and for specific countries in Latin America. An insight into the U.S. demographic of fans who attend Latino artists' shows.

Guest speaker: TBD

Assignment #2 - Latin America – Country Case Study. **Due date: Friday 10/13.**

Week 8 (10/11)

Latino-Anglo crossover collaborations. General market artists who seek out Latino artists for collaborations and remixes and vice versa. The impact this has on both the Latino and general market audiences. **Research Assignment #3 – Dissect a Latino-Anglo crossover hit and its success.** **Due date: Wednesday 10/18 before class.**

Week 9 (10/18)

Latin media in the U.S. Which outlets are influential for specific demographics. The rise of media outlets that cater to first and second generation Latinos who mostly speak and consume music in English. Traditional v. new media outlets.

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Week 10 (10/25)

The shift from CDs to free digital streaming services and the impact it created for artists and labels. Terrestrial radio and regional Mexican music. How radio is still extremely influential for this particular genre in the U.S.

Guest speaker: TBD

Week 11 (11/1)

Dissection of the Latin alternative music scene. How this has created a lane for artists to break musical stereotypes.

Guest speaker: TBD

Week 12 (11/8)

The artists who paved the way for Latinos in the general market – key milestones. Analysis of Latin Award shows (Billboards, Grammys, Premios Lo Nuestro, Premios Juventud, Premios Tu Mundo, Hispanicize). Making the distinctions in terms of audiences they cater to and how artists are selected to perform or participate. ***Assignment #3 - Artist Case Study.***

Due date: Friday 11/17.

Week 13 (11/15)

Brands and Latino artists. The rise of brand partnerships in the Latino space.

Guest speaker: TBD

Week 14 (11/22)

NO CLASS – THANKSGIVING HOLIDAY

Week 15 (11/29)

Work on final presentations in class. ***Assignment #5 – Final Project. Due Date: Wednesday 12/6 by 5 PM PST.***

Week 16 (12/6)

Final Presentations 7-9 PM in TMC 112

Presentations and Exam Scheduling/Policy:

You may not decide to skip any major presentations for any reason (failure to attend earns a zero for the exam!) so take care when making your decisions and plans. The final exam date/time is my best estimate for now; it is strictly subject to USC's official final exam schedule and policies.