Duration:	**12 weeks**
Course:	**Music Analytics**
Instructor:	**Ryan Hefford**

Course Objective: In the first half of the course, students will be given the tools necessary to develop important and unique business software skills. They will go on to cover topics such as music metadata, and begin to ask themselves important questions about data driven advertising, music promotion, and imaging. By the end of the course they will have a deeper understanding of the place of art, and themselves, in an industry where big data plays a key role.

Bio: Ryan Hefford is the Director of Touring and Logistics, as well as Artist Manager in charge of development at The Management Trust (the firm known for Canadian rock gold standards The Tragically Hip, Big Wreck, The Watchmen, and many more). In addition, he is an honors graduate of the Harris Institute's Arts Management Program, where he has taught since 2018.

Independently, and through The Management Trust, Ryan provides arts management and consulting services to an array of clients. They include musicians, festival talent buyers, visual artists, muralists, and producers.

Week	Topic
1	Introduction to the Attention Economy: How we have evolved to value mass data over thoughtful
2 - 5	Excel and Spreadsheets — Mail and Data Merging — Web Scraping Fundamentals
6	In Class Assignment (Mandatory, mid term assessment)
7	Case Study: Data Collection for Advertising - Is it ethical and does it have a place
8	Introduction to Music Metadata
9	The Importance of Streaming and Building Momentum in the Attention Economy: How the new music industry places value on music based on streaming performance.
10 - 11	The Principles Behind Assembling An Algorithmically Friendly Package: Case studies in branding that appeals to a data driven industry.
12	**Final Exam**

Evaluation

In Class Assignment	45%
Final Exam	45%
Bell Ringers	10%
Total	100%