

5/28/01

Course
MUBZ M250

Title

Credit
3 hrs.

Bulletin Description

An in-depth study of the principles and application of marketing, promotion, and distribution of products and services within the Music Industry. Case studies of various music products and companies will be studied and analyzed.

Prerequisites

MUGN-M125 Introduction to Music Business
MUBZ-M200 Music Publishing, Copyright & Contracts

Textbooks and Other Materials to be Purchased by Student

Hall, Charles & Taylor, Frederick. *Marketing in the Music Industry*.
Needham Heights, MA:
Simon & Schuster. ISBN 0-536-00819-1

Course Requirements

Textbook reading assignments are **REQUIRED** as they provide the necessary background information for class discussions.

- Two oral reports discussing an article of significance to the Music Industry will be required. Magazines such as Billboard, Mix, Keyboard, Electronic Musician, Music Trades, Grammy, Recording Engineering & Producer, and other professional periodicals/journals must be used.
- Class discussions play a major role in this course. Therefore, students are expected to attend all class meetings.
- Unannounced quizzes will be given on previously assigned reading.
- Regular written assignments will be given over assigned reading.
- All assignments are due when indicated. Late assignments will not be accepted.
- The Music Business Program Handbook should be consulted for general questions relating to this course.

Special Accommodations

Students with disabilities who believe that they need accommodations in this class are encouraged to contact the office of Academic Enrichment and Disability Services at 85-2990 as soon as possible so that accommodations can be implemented in a timely fashion.

Academic Integrity

All work you do for this class is expected to be your own, and academic dishonesty (including, but not limited to plagiarism on papers, music composition or cheating on exams) will be punished. A summary of the University's definitions and procedures concerning academic integrity can be found in the Undergraduate Bulletin (pp. 45-46). If you are uncertain how to use and cite the work of others within your own work, consult reference works such as Kate L. Turbian, *A Manual for Writers of Term Papers, Theses, and Dissertations*, 5th ed., revised and expanded by Bonnie Birtwhistle Honigsblum (Chicago and London: University of Chicago Press, 1987), or come see me.

Course Objectives

This course will provide an in-depth study of how musical products and services are promoted, marketed, and distributed. Students will research current companies within the Music Industry. The course will

culminate in the writing of a Marketing Plan for a musical product or service. The goal is to provide *real world experiences* while in the school setting.

Course Outline

Week #1	Chapter #1 <i>The Nature of Marketing</i>
Week #2	Chapter #2 <i>Marketing Organizations</i>
Week #3	Chapter #3 <i>Wholesale Distribution</i>
Week #4	Chapter #4 <i>Selling Strategies</i>
Week #5	Chapter #5 <i>One Stops</i>
Week #6	Chapter #6 <i>Rack Jobbers</i>
Week #7	Chapter #7 <i>Retail</i>
Week #8	Chapter #8 <i>Music Products Industry</i>
Week #9	Chapter #9 <i>Label Marketing</i>
Week #10	Chapter #10 <i>Marketing Tactics - 1 & 2</i>
Week #11	Chapter #11 <i>Promotion & Video</i>
Week #12	Chapter #12 <i>Market Research</i>
Week #13	Chapter #13 <i>International Music Marketing</i>
Week #14	Chapter #14 <i>New Technology Configurations</i>

Evaluation

- Grading points will be taken from the following items:

Attendance: 100 points per day
Oral Reports: 200 points each
Quizzes: 200 points each
Assignments: 400 points each
Final Paper or Project: 800 points

95 - 100%	A
90 - 94%	B+
85 - 89%	B
80 - 84%	C+
75 - 79%	C
70 - 74%	D+
65 - 69%	D
0 - 64%	F
Incomplete	I

Attendance

- Classes will start and end on time.
 - Attendance will be taken at the beginning of class.
 - Therefore, late attendance constitutes an absence.
 - Two absences: conference with Instructor.
 - Four absences: conference with Associate Dean.
 - Five absences: withdraw from class.
 - Students are responsible for all information missed during absence.
 - Prior notice given to the instructor or a call to the Music Business Program office (504) 865-3984 indicating illness etc. will be the **only excused absence**.
 - Grades will be posted regularly on the Music Business Program bulletin board.

Bibliography