

Marketing in the Music Industry



Instructor: Christopher Knab

In this course, you will learn about the various strategies, both traditional and emerging online tools, that you can use to effectively raise consumer awareness of a music project including:

- The basics of marketing: marketing defined, plus how music marketing differs from traditional marketing
- Distributions role in music marketing: Types of Music Distributors and How To Work With or Without Them
- Retail marketing: Record Stores Chains, Independent Record Stores, Non-Traditional
- Retail and Online/Internet Retail
- Broadcastings role in music marketing: FM Radio, Non-Commercial Public and College
- Radio, Internet Radio, & Satellite Radio
- Publicity: The Music Press: Print Media and New Media/Online marketing strategies
- Press kits, Bios, and Press Releases: Video: Traditional & Non Traditional Uses of Music Videos
- Touring as Marketing
- Basics of Internet Music Marketing Strategies: Social Networking Websites
- How Designing a CD, a Website, or any Printed Images Helps Marketing
- Music Street/Lifestyle: Street Teams and: Marketing items



You will learn about all of the tasks involved in marketing a single release or an album and how to develop a detailed plan and budget which you will create by the end of the semester. We will discuss Major Label and Independent Label music marketing practices, what jobs do what at a record label, and new technologies that make reaching consumers on the web more efficient today. In addition you will learn how to find your 'niche' customer, why so many music projects fail, and the inner workings of a coordinated marketing plan that relies on 4 Key Considerations that must work together in order to compete successfully in today's crowded music marketplace.

This online course is completely virtual, meaning that all course work (100%) will be conducted online and we will never physically meet. The course is also delivered

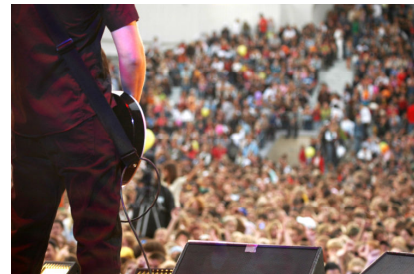
asynchronously; for the most part, you will be able to work on assignments to fit your own personal schedule during the week. However, online courses are not independent study courses. The course consist of interactive course activities and quizzes, discussion boards, audio and video presentations, sample assignments, online chats and personalized feedback on student work.



COURSE OBJECTIVES

In this course, you will learn about the various efforts you can engage in to raise consumer awareness of music projects including:

- *Publicity*
- *Radio promotions*
- *Street/lifestyle promotions*
- *Retail marketing*
- *Video*
- *Promotional touring*
- *New media/online promotions*
- *Advertising*



COURSE CALENDAR

Lesson 1:

- *Introduction to Marketing Basics and Marketing Plans in general.*
- *Writing a Marketing Plan*
- *How MUSIC marketing differs from traditional marketing*
- *The "Four Fronts of Music Marketing". What are they and how they work together?*

Lesson 2:

- *A Review of the Four Fronts of Music Marketing and how they work together*
- *Music Marketing – Artist Development and Product Development: The differences between the two.*
- *Why so many musicians/bands fail at marketing their music and how they can succeed.*
- *Statistics on the number of New CD Releases that come out each week*

Lesson 3:

- *An Inventory of Music Marketing tools*

- *Product Development defined*
- *Traditional Distribution Setups and How To Work With Distributors*

Lesson 4:

- *The Distributor One Sheet: Is it a short version of a music marketing plan?*
- *The Music Retailers and Record Labels relationship: What both entities need from each other.*
- *Online Music Marketing: The changing face of music marketing*
- *How traditional music retailing and Internet music retailing are changing*
- *Monitoring/Tracking sales of music CDs*

Lesson 5:

- *Promotion: Radio Airplay as Marketing*
- *Choosing the RIGHT kind of radio airplay: FM, non-commercial radio/college radio, Internet Stations and Satellite Radio*
- *Radio's relationship with Record Labels: How they work together*
- *The Radio Promotion 'game'*

Lesson 6:

- *Review for Mid-Term Exam*



Lesson 7:

- *Music Publicity: Creating a buzz in the print and broadcast media*
- *The Press Kit: What it is and what it should contain*
- *Finding the right media contacts*
- *How to write an effective Bio*
- *Traditional Press Releases: Their Purpose and use in a music marketing plan*
- *The EPK-(Electronic Press Kit)*

Lesson 8:

- *Touring As Marketing: The most effective marketing tools while touring*
- *The business of live performance: who does what selling when merchandising at live shows*
- *House concerts: What they are and why they are effective marketing tools*

Lesson 9:

- *Online & New Media: How the Internet has changed music marketing*
- *Specific websites and digital tools for marketing music online*

Lesson 10:

- *Miscellaneous music marketing tools*
- *More about using certain sites as marketing tools: other social networks, blogs, podcasts, widgets*

Lesson 11:

- *Developing a music marketing plan*
- *Developing a comprehensive budget for your music marketing plan*
- *Preparing the different sections of a music marketing plan*



Lesson 12:

- *Review and Final Exam*

This course outline is for planning purposes only and will be used as a general guideline to the expectations of the course. The syllabus will be issued on the first day of class.