



THE CONTEMPORARY MUSIC CENTER

a program of the Council For Christian Colleges & Universities

SYLLABUS

ADVANCED MEDIA MARKETING

Instructor: Natalie Ferwerda

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COURSE HOURS: M/T/W 10:30 a.m. - Noon

CREDIT: 3 semester credits

These recommended credits will be granted by your home institution. They will not be considered for transfer credits.

COURSE EQUIVALENCY:

This course may meet the requirement of an upper-level class in Marketing, Music Business, Communications, or Media Promotions.

OFFICE HOURS:

Our "physical and virtual doors are always open." If you have a question please don't hesitate to ask. If you would like to set up an appointment, we can do that too. As a courtesy, try not to call after 11PM or before 9AM, unless there is an emergency.

CATALOGUE DESCRIPTION:

Through classroom instruction and presentations by visiting industry experts, Business Elective students will become familiar with traditional and progressive marketing strategies. Key areas including publicity, advertising, radio and video promotion, Internet marketing, and tour support will be addressed. Students will develop a comprehensive marketing plan for each Artist and will also create and implement the marketing plan for the CMC Tour.

OBJECTIVES

- To understand marketing as the gateway to revenues in the music industry.
- To become familiar with the terms and practices common to artist, record and tour marketing.
- To develop skills in entertainment copy writing.
- To develop skills in artist and tour branding through photography, tone, color, logo and "feel" choices
- To gain an understanding of the place of PR, social media, digital media and other sources of "free" marketing (publicity).
- To learn to plan and budget music marketing campaigns.
- To create and implement a marketing campaign for the CMC Tour



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METHODOLOGY:

Without planning, it is very difficult to achieve any goal. During the semester, students will create and implement marketing plans to effectively promote CMC artists and the CMC Tour. Each student will work with one to two artists to develop a marketing plan including description of the music and any related product, key demographics, pricing strategy (if necessary), SWOT analysis, strategy, and action program. The goal of the artist marketing plan is to create a useable document that the artist can implement upon their completion of the CMC program. For the CMC Tour, the Business Elective will work as a team and in groups of 2-3 to develop a marketing plan including description of the Tour, budget, SWOT analysis, strategy and action program. This plan will forecast the steps that will be taken to effectively promote the CMC Tour on each campus that will be visited. This will include video, social media, product placement, on-campus cross-promotion, the tour website, tour assets (graphics, posters, etc.) as well as other creative ideas as determined by the students.

COURSE REQUIREMENTS:

- Attendance: Students are required to attend all classes. Habitual tardiness or absence, defined as 5 or more tardies/absences, will result in the reduction of one full letter grade.
- Preparation: Students are expected to come to class fully prepared to discuss all relevant materials.
- Participation: A successful student will regularly participate in classrooms discussions and Q&A periods. Mere passive observation will negatively impact your grade.
- Reading, Listening and Viewing: Extensive reading, listening and film viewing will be required. Student participation will be monitored via discussions, reports, quizzes and papers.

REQUIRED READING:

- Gladwell, Malcolm, Tipping Point
- Joel, Mitch. Six Pixels of Separation



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GRADING:

It is important to note that grades are not an assessment of your soul, your potential, or even hard work. They are an assessment of the quality of your work in this class. We also place great value on your attitude and demonstration of improvement.

The following is the CCCU Student Programs grading policy. This policy is administered by all CCCU Student Programs worldwide. The CCCU prides itself on the competitive nature of its admissions and its courses. Please note that a "B" is a good grade that represents "competent and complete" work. "A" grades are earned only by "superior" work. By that definition, "A" grades are a minority of grades earned by students. It is not impossible to earn an "A," but it is difficult.

A = Excellent creative and integrative work, revealing superior analysis and content.

B = Good work, competent and complete

C = Adequate work

D = Less than adequate work

F = Completely fails to meet expectations

We are always open to discussing any concerns over grading. If you have any questions or concerns, please come see me.

FINAL GRADE BREAKDOWN

25% Attendance

25% Participation

25% Practicum

25% Final Exam

GRADE PERCENTAGE VALUES

Letter grades have the following percentage values:

A 93-100

A- 90-92

B+ 87-89

B 83-86

B- 80-82

(same pattern continues for other letter grades)

REPORTING GRADES

At the mid-term of the semester, students will meet individually with me to receive feedback on their work. Final grades for the course will be mailed to students and their home institution after the completion of the semester.

ACADEMIC DISHONESTY

In the event of plagiarism, no credit will be granted for the assignment. Other disciplinary action may follow.



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COURSE SCHEDULE

- Week 1: Why the Music Business?
- Week 2: Shift from “The Machine” to DIY
- Week 3: The Basics of Music Marketing
- Week 4: Session Tracking Week
- Week 5: Marketing Artists Through Live Performances
- Week 6: Marketing Recorded Product
- Week 7: Artist Management and Creating a Brand
- Week 8: Marketing a Tour
- Week 9: Budgeting
- Week 10: Tour Preparation
- Week 11: Tour Preparation
- Week 12: Tour
- Week 13: Marketing Songs through Television, Film and Commercials
- Week 14: Wrap up and Final Examination