Nashville State Community College
English, Humanities and Creative Technologies
Music Technology

Fall 2019 Master Course Syllabus

MST 1310 – Music Marketing

(This master course syllabus template is a general guide for providing an overview of each course offered at Nashville State. Each instructor will further clarify specific criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her individual course syllabus. Prompts for individual adaptations are italicized and in parentheses; faculty should remove or replace these prompts when creating master syllabi and their own individual syllabi if they have not been removed previously.)

Course Information:
Course Title: MST-1310 Music Marketing
Credits: 3
Class Hours: 2 Class Hours, 2 Lab Hours

Course Description:
An overview of the marketing tools and strategies employed in traditional and digital music marketing. Marketing, promotion, distribution, and possible income streams are explored.
Prerequisite(s): MST 1210
Not part of a Tennessee Transfer Pathway

Instructor Information:
Name:
Email:
Office Phone:
Office Location:
Office Hours:

Textbook and Other Materials:
Reference Materials: Students should contact the instructor regarding opportunities to make-up missed assignments, labs, quizzes, and exams.

Supplies: TBD

Course Outcomes:
Upon successful completion of this course, students should be able to:

1. Demonstrate basic computer and Internet navigation skills.
2. Design an Internet music-marketing site.
3. Locate and utilize music related Internet resources.
4. Exercise professional and ethical standards.
5. Demonstrate presentation skills appropriate to the music and recording industries.
6. Identify current issues and trends and emerging technologies as they relate to the Internet and the Music Industry.

Course Competencies:
The following are detailed course competencies intended to support the course outcomes:

1. Demonstrate the effective use of Internet search engines in locating and navigating music-related websites.
2. Select a computer system appropriate for promoting music via the Internet.
3. Locate and select a web host appropriate for a specific music-related promotional website.
4. List the FTP client recommendations for a music-related promotional website.
5. Locate royalty free media content and design elements.
6. Plan and prepare an online press kit.
7. Describe in detail the measures that make a website less susceptible to spam.
8. Design an acceptable website maintenance plan.
9. List the security options available for protecting websites from unauthorized access and illegal file sharing.
10. Configure a music-related website for e-commerce activity.
11. Prepare a website for search engine registration.
12. Generate a list of keywords appropriate for a given website.
13. Define a target audience for a given website.
14. Create and administer informational and promotional communications including newsletters and web blogs.
15. Write a press release without spelling or grammatical errors in a vernacular appropriate for a given target audience.
16. Describe in detail, proven strategies for promoting music via the Internet.
17. Build and administer customer databases and e-mail lists.
18. Identify the best places to promote and sell an artist’s music online.
19. Identify common marketing and promotional mistakes.
20. Demonstrate the ability to convert and deliver media elements in formats commonly distributed via the Internet.
21. Identify the file playback capabilities of media players common to modern
computers and the Internet.
22. Identify the advantages and disadvantages of delivering files in the various formats common to the Internet
23. Articulate the anatomy of an effective website.
24. Explain common file sharing practices and concerns.
25. Describe webcasting, the process of creating a webcast, and the distribution of content via a subscription service.
26. Explain Internet distribution legal issues.
27. Design an effective music-related e-commerce website.
28. Demonstrate the ability to manage web logs and e-mail communications with punctuality and professionalism.
29. Demonstrate the creative use of website development software applications.

The following are general education competencies intended to support the course outcomes:
1. Write clear, well organized web copy for music-related websites.
2. Given specific requirements, locate and evaluate music-related websites for content and composition.
3. Prepare and deliver a well-organized oral/visual website design presentation.
4. Use critical thinking skills to design a music-related website.
5. Use and adapt current technologies to prepare files for distribution in a variety of formats.

Topics to Be Covered:

Course Assessments:
The following performance assessments will be used to demonstrate students’ understanding, knowledge, and skills:
Quizzes, exams, labs, projects, participation, and worksheets.

Grading Policy:
Final grades are based on participation, quizzes, exams, labs, projects, and mastery of skills.
Late Work Policy & Make-up Procedures for Missed Assignments and Work:

Students should contact the instructor regarding opportunities to make-up missed assignments, labs, quizzes, and exams.

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

In online courses, attendance is signaled by logging on to the D2L/NS Online shell, participating as prompted (e.g., responding to an instructor's email, posting to a discussion board) and/or completing and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses.

Attendance is a very important to the success of students in this class. Each week students are assigned graded activities that are to be completed in class. The instructor may provide an opportunity to make up a missed assignment or two. However it is a student's responsibility to adapt their schedule to take advantage of an instructor scheduled make-up opportunity.

Grading Scale:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
</tr>
</tbody>
</table>

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the “Last Day to Earn F for Attendance (FA).” Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

Last Day to Earn F for Attendance (FA) - March 22, 2019

FN

An FN is awarded to students who never attended class.
Technology Statement
Nashville State’s classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

D2L/NS Online and myNSCC
It is students’ responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement
Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nscc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct
Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the Nashville State Student Code of Conduct policy. Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct
Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the Academic Misconduct Policy in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an “F” or a “zero” for the exercise, paper, or examination, or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

Instances of academic dishonesty will result in the instructor assigning an “F” or a “zero” for the exercise, paper, or examination.

Academic Early Alert System
Nashville State Community College uses an Early Alert System to let students know of a faculty member’s concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student’s academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.
RAVE Emergency Alert System

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at https://www.getrave.com/login/nscc to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select “Forgot your password?” and a new password will be emailed to you. Should the RAVE system indicate “user not found”, select Register and create your own RAVE account.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nscc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.