

**Nashville State Community College**  
**English, Humanities, & Creative Technologies**  
**Music Technology**

**Spring 2023 Master Course Syllabus**

**MST-1290 Music Marketing**

The purpose of the syllabus is to tell you how the course is organized, what the expectations are, and how you will be graded. In addition, there is important information about how the college will operate during severe weather and how the college will communicate with you. The syllabus is not a contract. Instead, it is meant to help you succeed in this course. If any of the content changes during the semester, you will be notified.

**Course information:**

**Course Title:** MST-1290 Music Marketing

**Credits:** 3

**Course Description:**

**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 1190](#)

**Semester Availability:** Fall

Not part of a Tennessee Transfer Pathway

**Instructor Information:**

**Name:** Bob Dellaposta

**Email:** bob.dellaposta@nsc.edu

**Office Phone:** Email me to setup an appointment

**Office Location:** Email me to setup an appointment

**Office Hours:** I do not maintain office hours – Please email me to setup an appointment

**Instructor Zoom Room link:** TBD

**Class Session Zoom Link Information (if virtual): Password:**

**Required Textbook(s) & Other Materials:**

**Textbook(s):** Music Marketing for the DIY Musician, Second Edition, by Bobby Borg, Rowman & Littlefield

**ISBN:** 978-1-8381-3320-2 (Paperback) or 978-1-5381-3463-4 (eBook)

**Access Code:** To Be Determined Reference by Textbook Publisher

**Reference Materials:** Internet access outside of normal class hours may be required to complete some homework assignments and quiz activities. Students that do not have Internet access may need to schedule time in the college computer labs. Students will have access to digital copies of reference guides in the content section of the course shell or at manufacturer websites.

**Supplies:** 8GB or larger USB Flash Drive, 1-2" binder, colored pencils, highlighters or markers.

Once you have registered for your courses, you should make sure you have the correct textbook and materials for each course. Before courses begin, you can do this by looking up your courses on the bookstore's website ( <https://www.bkstr.com/nscctestore/shop/textbooks-and-course-materials> ) using your A# or by entering your course information. If you are registered with the Access Center and need an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or [accesscenter@nsc.edu](mailto:accesscenter@nsc.edu)

**Digital Course Materials:** These ensure you pay less for your course materials and have easy access through D2L throughout the semester. When you registered for this course, the charge for these materials appeared on your account. If you decide you do not want to purchase the course materials embedded in NS Online, you can opt out of the program **until the end of the second week of classes**. If you opt out, you will be responsible for purchasing the required course materials on your own. For more information, please visit [www.nsc.edu/dcm](http://www.nsc.edu/dcm).

**Honors Option:** Honors credit is available in some classes. If you are interested in participating in the Honors Program, please see your instructor within the first four weeks of class.

**Course Outcomes:** At the end of the semester, this is what you should know and/or be able to do:

- Demonstrate basic computer and Internet skills.
- Design an Internet-based music marketing site.
- Locate and utilize music-related Internet and marketing resources.
- Exercise professional and ethical standards.
- Demonstrate presentation skills appropriate to the music and recording industries.

#### **Course Competencies:**

The following are detailed course competencies, or specific skills or knowledge, intended to help you achieve the course outcomes:

- Demonstrate the effective use of Internet search engines in locating and navigating music-related websites.
- Select a computer system appropriate for promoting music via the Internet.
- Locate and select a web host appropriate for a specific music-related website.
- List the FTP client recommendations for a music-related promotional website.

- Locate royalty free media content and design elements.
- Plan and prepare an online press kit.
- Describe in detail the measures that make a website less susceptible to spam.
- Design an acceptable website maintenance plan.
- List the security options available for protecting websites from unauthorized access and illegal file sharing.
- Configure a music-related website for e-commerce activity.
- Prepare a website for search engine registration.
- Generate a list of keywords appropriate for a given website.
- Define a target audience for a given website.
- Create and administer informational and promotional communications, including newsletters and web blogs.
- Write a press release without spelling or grammatical errors in a vernacular appropriate for a given target audience.
- Describe in detail, proven strategies for promoting music via the Internet.
- Build and administer customer databases and email lists.
- Identify the best places to promote and sell an artist's music online.
- Identify common marketing and promotional mistakes.
- Demonstrate the ability to convert and deliver media elements in formats commonly distributed via the Internet.
- Identify the file playback capabilities of media players common to modern devices.
- Identify the advantages and disadvantages of delivering files in various formats.
- Articulate the anatomy of an effective website.
- Explain common file sharing practice and concerns.
- Design an effective music-related e-commerce website.
- Demonstrate the ability to manage web logs and email communications with punctuality and professionalism.
- Demonstrate the creative use of website development software applications.

The following are general education competencies intended to support the course outcomes:

- Write clear, well-organized web copy for music-related websites.
- Given specific requirements, locate and evaluate music-related websites for content and composition.
- Prepare and develop a well-organized oral/visual website design presentation.
- Use critical thinking skills to design a music-related website.
- Use an adapt current technologies to prepare files for distribution in a variety of formats.

### **Topics to Be Covered:**

- Creating and executing a plan of attack
- Identifying your music purpose

- Getting your career on course
- Conducting a SWAT Analysis
- Identifying, segmenting, and Targeting your market
- Conducting a competitor analysis
- Getting feedback before committing your valuable resources
- Using the SMART model
- Creating the right identity for your company
- Achieving the desired image
- Delivering on the promise of your brand
- Reinforcing your brand image
- Booking live performances
- Distributing records
- Distributing merchandise effectively
- Licensing and selling your songs
- Winning over fans via publicity and paid advertising
- Using Internet, word-of-mouth, & guerrilla marketing techniques to get customers
- Winning over fans via radio play and creative sponsorships
- Uniting direct marketing, personal selling, and sales promotions to get fans
- Tracking, analyzing, and adjusting your marketing campaign
- Presenting your business and marketing ideas effectively
- Adopting the right policies that get results
- Strengthening your marketing
- Marketing projections and tips

**Course Assessments:** We will use the following assessments to demonstrate your understanding, knowledge, and skills: *(include type and point/percentage breakdown here)*

**Grading Policy:**

Final grades are based on class participation, worksheets, assignments, labs, projects, quizzes, & exams. These activities will be used to determine mastery of skills and concepts.

**Grading Scale:**

Letter Grade	Percentage Range
A	90-100%
B	80-89.99%
C	70-79.99%
D	60-69.99%
F	0-59.99%

**FA**

If you stop attending class or if you are in an online class and stop submitting assignments, but do not turn in a withdrawal form by the deadline, you are still enrolled in class. You will be

given a grade of FA, which means you have failed due to not attending class and not completing your assignments. 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).” If you stop attending your course after this date, you will receive an F.

Last date to earn an F for attendance is October 29, 2021.

## **FN**

An FN is awarded if you have never attended your course or done any of the work in an online course.

### **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 complete assigned coursework prior to deadlines. To do so, students should fully participate in each class meeting. If a student needs to be absent from a class, please contact the instructor to arrange virtual participation or a plan to make-up missed work.

### **General Policy**

If you have been exposed to COVID-19 or have tested positive, you must email [virusinfo@nsc.edu](mailto:virusinfo@nsc.edu).

- *Absences in a course may affect your final grade.*
- *Tardiness may also affect your final grade.*
- *You are responsible for all work/tests that occur during any missed course session(s) regardless of reason(s) for absence.*
- *If you are not well enough to attend a course session (class), you must notify the instructor as soon as possible before the scheduled course time.*
  - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*
- *If you have an unavoidable conflict with a scheduled course session, you must notify the instructor before the course session.*
  - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*

### **Instructor's Policy**

The attendance policy for this course is: Students are expected to complete assigned coursework prior to deadlines. To do so, students should fully participate in each class meeting. If a student needs to be absent from a class, please contact the instructor to arrange virtual participation or a plan to make-up missed work.

**For financial aid purposes, attendance** is measured by participation in the course. Instructors can determine your level of participation in several ways. Some of those ways are:

- continued attendance
- participation in on-ground or virtual class sessions
- participating in D2L as prompted
- responding to an instructor's email
- posting to a discussion board
- completing and submitting assignments

### **Technology Statement**

- All classes at the College are web enhanced. "Web enhanced" means that components of the course, such as assignments and online discussions, may be located online in the class D2L/NS Online course shell and used in the course, even if the course meets in a classroom on ground.
- You must have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.
- You may also be required to use free video conferencing platforms (examples: Zoom, Teams, etc.) for course sessions and meetings.
- You will be responsible for appropriate dress while on video. This means that you are expected to dress as if you were in a classroom.
- You will be responsible for a distraction free environment while on video. This means that the professor and others in the course should not be able to hear noise in your home, such as cell phones, TVs, or barking dogs. The best way to do this is to keep yourself on "mute" until you need to speak.
- You will be responsible for making sure your background is neutral. Keep in mind that students and professors come from all around the world, and you are all a part of our community. Therefore, please avoid having images in your background that may be offensive to your classmates.
- Certain publisher materials, such as textbook figures, may not work on cellphones and may require a laptop or a tablet.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information is available on this website: <https://www.nsc.edu/current-students/student-online-resources/access-to-internet-and-technology>.

### **Computer Labs**

Computers are available for all Nashville State students to use at each campus during open hours. Open computer lab availability may vary from campus to campus. You should check the NSCC website for current hours of operation.

## **D2L/NS Online and myNSCC**

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nsc.edu (student email) on a regular basis. These are the official communication channels between the college and you. You are responsible for the information communicated through these email channels. D2L/NS Online emails contain specific course information and @my.nsc.edu emails contain important information from college offices, such as Financial Aid.

## **ADA Compliance Statement**

If you need accommodations due to a disability, please do not hesitate to reach out to our Access Center. Disabilities for which you can receive accommodations include documented physical, emotional, and/or learning conditions. Nashville State is committed to supporting your success, and we encourage you to get assistance if needed. 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@nsc.edu](mailto:accesscenter@nsc.edu).

## **Classroom Misconduct**

Disruptive conduct is not allowed in the classroom. Disruptive conduct is any behavior that prevents students from learning and interferes with the ability of the instructor to teach. This may change from course to course; therefore, your individual instructors will give you guidance on what qualifies as “disruptive conduct” in their courses. 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**

You have started this academic journey to prepare for a future career. Because of this, it is important that you learn the materials being presented in your courses. For this reason, cheating, in any form, robs you of your opportunity to learn and master the material that will enable you to succeed in that future career. Nashville State has a clear [Academic Misconduct Policy](#) that you are expected to follow. In addition, your instructors will clarify what Academic Misconduct looks like and the consequences for violations in each course that you take. The instructor has the authority to assign an “F” or a “zero” for such violations or for the semester grade.

The 1<sup>st</sup> instance of academic misconduct in this course will result in a F or a zero for the activity  
The 2<sup>nd</sup> instance of academic misconduct will result in a F for the semester.

## **Academic Early Alert System**

If you are not doing well in your course, your instructor may send you an Early Alert through your @my.nsc.edu email. This email will go to your academic advisor and Student Success advisor, as well. If you get an Early Alert, contact your instructor immediately. Instructors send these when they want to help you figure out how to get extra support to pass the course. An Early Alert does not mean that you have already failed the course. Rather, it means you are in

danger of failing the course if you do not change your learning strategy. Please use an Early Alert to your advantage and as an opportunity to improve your grade.

### **RAVE Emergency Alert System**

You can log in to this free alert system to receive text messages about emergencies related to NSCC campuses: <https://www.getrave.com/login/nscc>. The instructions for this are listed below.

- 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.

### **Student Wellness**

Your well-being is important to us. With this in mind, the college has several resources available to provide support when needed:

- Free tutoring: <https://www.nsc.edu/current-students/on-campus-resources/learning-center-and-tutoring>
- NSCC email, scheduling, online courses, textbooks, tech check out and support, computer labs on campuses, academic advising, financial advising, COVID-19 information and procedures on campuses: <https://www.nsc.edu/current-students/student-online-resources>
- Services that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance: <https://www.nsc.edu/current-students/on-campus-resources/student-support-services>

### **Equity Statement**

We are taking steps to become more aware of the many different needs of students. Faculty, staff and administrators are committed to helping students find ways to meet their needs so that ALL students can reach their goals. Please ask for things you need.

### **Inclement Weather & Campus Closings**

You get notices about campus closings in these places: text messages from RAVE and [www.nsc.edu](http://www.nsc.edu).

Even when campuses are closed, you are still responsible for completing all assigned work. Check D2L/NS Online for a message from your instructor so you do not miss important assignments and due dates, which may change due to the campus closure.

### **Class Cancellation Policy**

Our instructors post messages about cancelling classes in the D2L/NSOnline course shells and/or on the classroom door on campus. These messages can be found in the News and



Content section or the Email tab in the online shell. Please check these to be sure that you take advantage of opportunities for learning and points toward your grade.