

**Carnegie Mellon University, School of Music
Music Entrepreneurial Studies**

Communication and Marketing

Course Numbers: 57456 (undergraduate) and 57756 (graduate)

Fall 2013

Instructor: Lance LaDuke

Course Syllabus

Credits: 6 units

Course meetings: Tuesdays and Thursdays, 9-9:50am
CFA Mezzanine 160

Instructor: Lance LaDuke
Email – laduke@andrew.cmu.edu
Office Hours – by appointment

Course Description

What is your message? Who is your audience? How do you reach them? These are among the topics we'll explore in this course. Group projects and case studies help us identify the key aspects of one of the most important aspects of any music career. Being a great musician won't do you any good if no one knows you exist!

Course objectives

By the end of the semester, students should be able to...

- understand such concepts as branding, marketing, reach and advertising
- identify audience segments and target messages to those segments
- create compelling marketing materials, including bios, group and program descriptions, websites and flyers
- work with teams to try out a variety of marketing strategies in real-world circumstances
- learn to capitalize on social media and use it to effectively build and communicate to an audience
- learn to write effective and powerful marketing copy (bios, sales pieces, etc.)
- examine competitors and market leaders to look for opportunities and best practices

Requirements

Attendance, required reading, weekly assignments, and class projects.

Assessment

Attendance	25%
Reading and Discussion	20%
Assignments	40%
Marketing Project	15%

Assessment Details

Attendance 25%

With new topics being addressed every week, attendance is critical to success in this course.

Reading and Discussion 20%

Students should plan to dedicate one hour per week to reading and online discussion. Further discussions will take place in class on Thursdays.

Assignments 40%

Weekly assignments will be given according to the topics presented. Most of these assignments are specifically related to students' individual career paths and interests.

Marketing Project 15%

Students will present one major project, taking it through the steps of: defining the product, market research, defining the audience, market testing, and assessment.

GETTING HELP

Consultation: Lance LaDuke is available for individual or group consultations upon request via email. Office hours are by appointment.

FINAL GRADE

The final grade will appear as a letter grade according to the following scale:

90-100%	A	60-69%	D
80-89%	B	under 60%	R (failing grade)
70-79%	C		

Required Texts

Cutler, David; The Savvy Musician 2010.

Hyatt, Ariel; Cyber PR for Musicians 2012.

Recommended Texts

Seth, Godin The Icarus Deception: How High Will You Fly? (2012); Purple Cow: Transform Your Business by Being Remarkable (2009); Tribes: We Need You to Lead Us (2008)

Radbill, Catherine Fitterman; Introduction to the Music Industry, An Entrepreneurial Approach (2012)

Baker, Bob; Guerilla Music Marketing Online (2012)

Clore, John; The Music Industry Doesn't Have to Kill You: Conversations with Remarkable People (2012)

Gillin, Paul; Secrets of Social Media Marketing (2012)

Gillin, Paul; The New Influencers: A Marketer's Guide to the New Social Media (2007)

Moore, James; Your Band is a Virus – Behind the Scenes & Viral Marketing for the Independent Musician (2011)

Safir, Robert; Marketing and Merchandising for Musicians (2012)

Gladwell, Malcom; The Tipping Point (2002); Outliers (2011).