

**Bossier Parish Community College
Master Syllabus**

Course Prefix and Number: COMM 108 / MUSC 108 **Credit Hours:** 3
Course Title: Marketing of Recorded Music
Course Prerequisites: None
Textbook: Rolston, Clyde P., Macy, Amy, Hutchison, Tom, & Allen, Paul.
Record Label Marketing Handbook. 3rd Edition.

Course Description: Students will learn movement of the recorded and printed product from the studio to the ultimate consumer. Includes market structure and analysis, distribution patterns, promotional strategies, charts, airplay, pricing, and legal aspects. Design advanced level business incubators where students screen and select original songs and artists; produce, manufacture, and market recorded product. Special emphasis is placed on all related contracts, cash flow management, and accounting. MUSC 108 and COMM 108 are cross-listed courses – only one of these designated courses will be accepted for credit.

Learning Outcomes:

At the end of this course the student will

- A. demonstrate an understanding of marketing concepts and definitions;
- B. understand the market structure and promotional strategies associated with producing music; and
- C. determine the current direction of marketing techniques and apply them to further the business of recorded music.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. participate in class discussions and complete assessments. (A)
- 2. produce a written marketing plan for a hypothetical recording project. (B)
- 3. critique a current marketing plan being implemented in the “real world” of recorded music. (C)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

| | | |
|------------------------------|----------|---|
| Course Grading Scale: | 90 – 100 | A |
| | 80 – 89 | B |
| | 70 – 79 | C |
| | 60 – 69 | D |
| | 0 – 59 | F |

Nondiscrimination Statement

Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

COORDINATOR FOR SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist

Disability Services, F-254, 6220 East Texas Street, Bossier City, LA 71111

318-678-6511

acao@bpcc.edu

Equity/Compliance Coordinator

Teri Bashara, Director of Human Resources

Human Resources Office, A-105

6220 East Texas Street

Bossier City, LA 71111

Phone: 318-678-6056

Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.