

Bossier Parish Community College
Master Syllabus

Course Prefix and Number: COMM 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.

Learning Outcomes:

At the end of this course the student will

- A. demonstrate an understanding of the problems of sound venues;
- 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. study several sound venues and make problem-solving applications. (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.

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

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

Nondiscrimination Statement

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