

Marketing For Musicians/4010/5010

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Course Description

Welcome to MUCE 4010/5010, less formally known as "Marketing For Musicians." In this course, we will discover, discuss, and engage in the four principles of marketing: Product, Price, Place, and Promotion within the context of the commercial recorded music business. Utilizing best practices, recommended strategies, institutional knowledge, and trial and error methods, we will immerse the musical products produced or managed by the learners into real-world situational marketing for both the traditional/brick and mortar and today's digital music business. Students will be tasked with learning parts of the history of the modern music business to properly contextualize how to position their product for commercial success and repeat the process moving forward.

Course Structure

The class will be taught via eight online modules containing various interactive lessons, including required reading assignments and videos for discussion, graded quizzes, written assignments, departmental lectures from industry experts, and a class project to be turned in and demonstrated at the end of the course.

Course Objectives

Students will learn to distinguish, define, and apply the four core marketing principles (Product, Price, Place, & Promotion) specifically as they relate to the music industry through a series of exercises designed to help them build a functional marketing plan at the end of the course. Students will ideate, develop, and deliver this marketing plan designed for the release of an original music product of their own or one that they will manage on behalf of another entity. Throughout this process, the students will demonstrate and articulate their strategy in identifying the target audiences for consumption, advocacy, and partnerships to create a successful market launch and amplification of the product. Finally, students will learn and be able to articulate orally and in writing the various functions of record labels and describe each department's role in delivering music to the marketplace in both the independent and major label systems of content distribution.

Required and Recommended Materials

Required Texts/Articles

1. Lathrop, Tad and Pettigrew, Jr, Jim. This Business of Music Marketing and Promotion, Revised and Updated Edition. New York, New York, Billboard Books, An imprint of Watson-Guptill, 2003.
2. Goodman, Fred. Fortune's Fool, Edgar Bronfman Jr., Warner Music, And An Industry In Crisis. New York, New York, Simon & Schuster, 2010.
3. MUCE 4010/5010 Article Library (Located under files in Canvas)

Supplemental Materials

1. Supplementary reading and video materials will be issued as the modules are made available throughout the course.

2. This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System Information on how to be successful in a digital learning environment can be found at [Learn Anywhere \(https://online.unt.edu/learn\)](https://online.unt.edu/learn).
3. In addition, you will need access to the following online platforms (Bulleted list below)

Required Technical Materials

- Microsoft Office Suite
- Microphone
- Webcam
- Canva (Free Account)
- Adobe Premiere Pro
- Social Media Accounts for Musicians: Instagram, Twitter/X, TikTok, Snapchat, Facebook (LinkedIn-Optional)
- Social Media Accounts for Non-Musicians: Instagram, Twitter/X, Tik Tok Facebook, LinkedIn, (Snapchat- Optional)
- Spotify and Spotify For Artist
- Chartmetric (Free Account)
- WIX Website (Free Account)
- Youtube Channel (Not to be confused with a YouTube Account)

Reference Texts (Not Required/For Informational Purposes Only)

1. Dib, Allan. The 1-Page Marketing Plan, Get New Customers, Make More Money, And Stand Out From The Crowd. Miami, Florida, Successwise, 2018.
2. Borg, Bobby. Music Marketing for the DIY Musician, Creating and Executing a Plan of Attack on a Low Budget, Second Edition, Lanham, Maryland, Rowman & Littlefield, 2020.

Communication

- Instructor: Azim Rashid
- Office Hours: By appointment via Zoom
- Phone: (917) 620-8217
- Email: azim.rashid@unt.edu

I intend to make myself available to each of you as often as possible, but we need to set parameters for effective and efficient communication. Most general questions can go through the Discussion Board area, and if you have a general question about the course or assignments, please post it there. Either I or one of your classmates will answer it. This way, we can all benefit from the questions asked, which can be answered in a venue that the whole class can see. You may also want to find someone to be a "partner" with in class. This will give you at least one other person you can email with questions.

If you have a private question, don't hesitate to contact me via email, and I will respond within 24 hours on weekdays. Please do not expect a response over the weekend. I can be contacted by phone, preferably by text, if needed, or to schedule a call.

Normally, I will return feedback on all written assignments within one week of the due date; however, if I see that I cannot return your feedback that quickly, I will post an Announcement to let everyone know when it can be expected. You can expect to see me participate in the discussion board after all students' original posts have been posted.

Supporting and Creating an Inclusive Learning Environment

I value the many perspectives students bring to our campus and encourage you to take advantage of this unique environment with inclusivity at its core. We must all work together to create a classroom culture of open communication, mutual respect, and inclusion. All discussions should be respectful and civil. This is a creative and subjective environment; however, I encourage everyone to bring an objective lens to help ease through any disagreements and debates with the understanding that personal attacks are unacceptable and will not be tolerated. Together, we can ensure a safe and welcoming classroom for all. If you ever feel like this is not the case, be sure to contact me immediately and let me know. We are all learning together.

UNT ADA Accommodation Statement (Please Read)

The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter for faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Students must obtain a new letter of reasonable accommodation for every semester and meet with each faculty member before implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

Grading

This course will be based on the point system. Students will be able to earn 1,000 (one thousand) possible points throughout the semester, with the points equating to a letter grade based on the scale below and the breakdown of required work to achieve the necessary points for each letter grade.

- A: 900-1000 pts (Outstanding, excellent work. The student performs well above the minimum criteria.)
- B: 800-899 pts (Good, impressive work. The student performs above the minimum criteria.)
- C: 700-799 pts (Solid, college-level work. The student meets the assignment criteria.)
- D: 600-699 pts (Below average work. The student fails to meet the minimum criteria.)
- F: 599 and below (Sub-par work. The student needs to complete the assignment.)

Activities

- Coffee Coaching Videos - 50 pts (5 @ 10 pts each)
- Quizzes - 90 pts (1@ 5 pts, 4 @ 10 pts each and 3 @15 pts each)
- Discussion forums - 200 pts (4 @ 50 pts each)
- Social Media Design- 50 pts (5 Platforms @ 10 pts each)
- Social Media Assessment - 50 pts (5 Platforms @ 10 pts each)
- Chartmetric Set Up- 50 pts (1 @ 50 pts)
- Wix Website Set Up - 50 pts (1 @ 50 pts)
- Spotify For Artists Set Up- 50 pts (1 @ 50 pts)
- YouTube Setup- 50 pts (1 @ 50 pts)

Assessments

- Marketing Plan Phase One (Shell) - 60 pts
- Marketing Plan Phase Two (Update) - 100 pts
- Final Plan and Presentation - 200 pts
- **Graduate students must write a 2500-word essay on an approved topic appropriate for a music business marketing course. Please get in touch with the instructor to approve your subject via text or email to proceed.**

Course Requirements/Schedule

Students will be graded in four major areas throughout the course: Quizzes, assigned reading and videos, written assignments including discussion forums, and the final project, which includes updates.

Week	Topic	Assignment
1	Syllabus/Music & Marketing 101	Quiz
1	Music & Marketing 101	Assigned Reading/Videos
1	Music & Marketing 101	Written Assignments/Discussion Forums
1	Music & Marketing 101	Project Updates
2	The Music Comes First/Music As A Product	Quiz
2	The Music Comes First/Music As A Product	Assigned Reading/Videos
2	The Music Comes First/Music As A Product	Written Assignments/Discussion Forums

2	The Music Comes First/Music As A Product	Project Updates
3	Creating A Narrative; The Art of Storytelling	Quiz
3	Creating A Narrative; The Art of Storytelling	Assigned Reading/Videos
3	Creating A Narrative; The Art of Storytelling	Written Assignments/Discussion Forums
3	Creating A Narrative; The Art of Storytelling	Project Updates
4	Instructor Zoom Meeting	Live Lecture
4	Finding and Feeding Your Audience	Quiz
4	Finding and Feeding Your Audience	Assigned Reading/Videos
4	Finding and Feeding Your Audience	Written Assignments/Discussion Forms
4	Finding and Feeding Your Audience	Project Updates
5	Amplifying Your Message	Quiz
5	Amplifying Your Message	Assigned Reading/Videos
5	Amplifying Your Message	Written Assignments/Discussion Forms
5	Amplifying Your Message	Project Updates
6	Commerce, T-Shirts & Tickets	Quiz
6	Commerce, T-Shirts & Tickets	Assigned Reading/Videos
6	Commerce, T-Shirts & Tickets	Written Assignments/Discussion Forms
6	Commerce, T-Shirts & Tickets	Project Updates
7	The PR Media Machine and Music on Internet	Quiz
7	The PR Media Machine and Music on Internet	Assigned Reading/Videos

7	The PR Media Machine and Music on Internet	Written Assignments/Discussion Forms
7	The PR Media Machine and Music on Internet	Project Updates
8	Strictly Business, Marketing & Release Plan	Quiz
8	Strictly Business, Marketing & Release Plan	Assigned Reading/Videos
8	Strictly Business, Marketing & Release Plan	Written Assignments/Discussion Forms
8	Strictly Business, Marketing & Release Plan	Project Updates

Assignment Deadlines (UPDATED APRIL 2025)

Unless otherwise noted, assignments are to be turned in by Sunday night, 11:59pm the week a particular module is being taught. This relates to quizzes, videos and any other coursework that is covered in a module. Any modifications with this policy should be discussed with the instructor via email, in person or via phone.

Late Work

I will only accept work on time in this course. All work turned in after the deadline will receive a grade of zero unless the student has a [university-excused absence](#) and provides documentation within 48 hours of the missed deadline.

Grading Turnaround Time

The aim is to return graded work to you within one week of the due date. When this is impossible, I will send an announcement to the class.

Grade Disputes

You must wait 24 hours before contacting me to dispute a grade and will have up to seven days after receiving the grade to schedule a meeting to dispute the given marks. Within that time, you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, you must email me to schedule a meeting (I will not discuss grades over email). You should attend our meeting with specific examples demonstrating that you earned a higher grade than you received. You forfeit your right to a grade dispute if you do not schedule a meeting within the seven-day review period and/or miss your meeting. I will resolve any grievances regarding grades by the end of the term, regardless of when the grade dispute was first initiated.

Extra Credit

There are no extra credit opportunities in this course.

Attendance and Participation

Because this is an online course, there is no mandatory in-person attendance policy. Timely completion of individual assignments and participation in the group forums is all that is required. Please note that the group forum discussions will have expirations for participation, so missing an opportunity to engage can impact a student's final grade.

Course Disruption and Campus Closings

Please note that the course calendar is subject to change, and all possible considerations will be taken to avoid cancellation of scheduled group meetings. In addition, students will be notified by Eagle Alert if there is a campus closing that will impact a class within the guidelines described here:

UNT Policies and Procedures

Students enrolled in my class will be allowed to succeed, granted they put forth the time and effort to do their own work, collaborate when necessary, and take advantage of all available resources

Please refer to the Student Support Services & Policies page for all UNT policies and procedures. There will be quiz questions on these policies so please read them as they will impact your grade.