



Duration:	<b>9 weeks</b>
Course:	<b>Music Merchandising</b>
Instructor:	<b>Mike Balogh</b>

**Course Objective:** Merchandising is playing an increasing role in revenue generation in the music industry. This course covers design, royalty structures, manufacturing, tour merchandise, inventory and merchandising agreements.

**Bio:** With over 20 years of Music Business background, Mike has been involved in Artist Management and Artist Merchandising for a host of national and international acts. His interest in meeting Artists Merchandising needs has expanded his knowledge and expertise in the field of Music Merchandising. By 1985, Mike had formed his own company whose objective was to meet the merchandising requirements of young artists by creating and developing the proper merchandise mixes. His company was part of a "Farm Team" concept with internationally known merchandising company "Brockum". His ongoing efforts continue to focus on developing merchandise for Canadian artists including: Blue Rodeo, Glue Leg, Bruce Cockburn, Big Sugar, Watchmen, Junk House Blue Rodeo, Jim Cuddy, Devin Cuddy, Hi Fidelity Entertainment including Santana , Steve Earl , Easy Partners including Tragically Hip , Cheech and Chong , Blondie .

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction to Music Merchandising
<b>2</b>	Concept & Product Development
<b>3</b>	Target Market Development
<b>4</b>	Contracts
<b>5</b>	Business Systems
<b>6</b>	Review, Test & Music Merchandising Today
<b>7</b>	Band & Event Evaluation
<b>8</b>	Industry Merchandising Companies & Course review
<b>9</b>	<b>FINAL EXAM</b>

### Evaluation

Attendance & Participation	20%
Mid Term Exam	30%
Final Exam	50%
<b>Total</b>	<b>100%</b>