



Duration:	<b>12 weeks</b>
Course:	<b>Applied Marketing</b>
Instructor:	<b>Dan Broome</b>

**Course Objective:** A year of studies at Harris Institute passes very quickly after which many students will begin to pursue their aspirations of a career in the music business. For some, this will be a period of seeking employment with an existing company in the industry. For others, this will be the beginning of a life as a freelancer – sourcing work as an engineer, producer or in other areas of creative work in the field of audio production. Some may be so bold as to immediately begin pursuing their entrepreneurial ambition of starting their own company or launching their artistic careers as musical performers and / or creators. This course will focus on getting the student market-ready and ready to market themselves post Harris experience.

**Bio:** Former Vice-President of Operations & Administration for True North Records (1994 – 2007), Dan Broome supervised the scheduling, manufacturing, marketing roll-out and delivery of over 420 recordings to the marketplace. He was responsible for the production of national and international live performance tours, numerous nationally broadcast music videos and multiple Juno award-winning albums. In his role with the organization he managed the day-to-day operations of the company; overseeing the production, finance, creative services / graphics, IT / Internet departments, teams and staff, second and third party supplier relationships and taking a lead role in the planning and execution of the company’s marketing activities.

In 2009 Mr. Broome joined the Toronto Musicians’ Association (2009 – 2018) as their Senior Business Representative. There he dealt with top level organizational governance and policy matters, member contract disputes and collective bargaining. He was accountable for labour negotiations and relations on behalf of musicians working for the Toronto Symphony Orchestra, the Canadian Opera Company, the National Ballet of Canada, Tafelmusik, Mirvish Productions, the Stratford Festival and for numerous other smaller Toronto based orchestras, theatre companies and productions.

Mr. Broome is a graduate of Queen’s University and Harris Institute.

Week	Topic
1	Thinking about yourself as a marketable brand.
2 - 3	Building a Career Action Plan
4 - 5	Individual Skills Assessment: What do you bring to the marketplace?
6	Class Skills Assessment: Working with others in a network driven industry - how do you measure up?
7	Building a Foundation as a Uniquely Marketable Individual: The story of you and how you tell it.
8	Personal Marketing Tool #1 - The Resume
9	Personal Marketing Tool #2 - The Short Bio: Tell us about yourself.
10	Networking in the Music Industry and on the job. Having a positive impact.
11	Personal Marketing Tool #3 – The Reference Letter: Using the voice of others for better positioning.
12	Personal Marketing Tool #4 – Social Media Platforms

### Evaluation

Attendance	10%
Term Assignment	90%
<b>Total</b>	<b>100%</b>