



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

**Course Overview:** Discussing concepts of traditional methods of commerce, we will explore if and how they are relevant / applicable when marketing music and other forms of entertainment. Throughout the course we will examine how & why the advertising, promotion, publicity and sales of audio-centric and associated licensed products is different from approaches to revenue generation in the business sectors of conventional consumer goods and services. Lectures and class discussions will highlight the forces of change that are at work in / on the music industry and their impact on how recordings, touring and other showbiz income streams are financed, created, produced, marketed and delivered to audiences.

**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	The Complexities of Marketing Music Products vs. Traditional Consumer Goods
2 - 3	Demand: Wants & Needs as they relate to marketing and the modern consumer society.
4	Competitive Aspects of the Music Industry.
5	Product Strategy
6	Pricing Strategy
7	Promotion Strategy
8	Preliminary Exam
9	Music Industry Marketing Tools: Data & Information Management
10-11	Paradigm Shift: The ongoing revolution of technology and the arts
12	Marketing Projects – Group Presentations. Review for Final Exam.
13	<b>Final Exam</b>

**Evaluation**

Attendance	10%
Mid-term Exam	15%
Term / Group Assignments	30%
Final Exam	45%
<b>Total</b>	<b>100%</b>