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| Duration: | 8 weeks |
| Course: | International Marketing |
| Instructor: | Rick Fenton |

Course Objective: To provide an interactive and creative experience using real world models on the opportunities and hurdles in Marketing of music on a world-wide stage. The prime objective of the course is to enable the students to begin to have the tools to begin to create successful international initiatives to export themselves as creatives or businesspeople. We hope to collaboratively “open up the toolbox” and de-mystify International Marketing.

| Week | Topic |
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| 1 | Defining International Music Marketing – <i>Many Spokes Support One Big Wheel</i> (introduce case study to help class start to frame their projects) |
| 2 | Identify existing marketing support streams and how to connect the dots to maximize opportunity (showcase events, radio, digital platforms, press etc.) |
| 3 | Indy Artist or Industry Services Supplier - <i>Creating a Team</i> – Who’s out there to help you achieve your marketing goals |
| 4 | Budgeting and Revenue Streams: <i>How to pay for it!</i> |
| 5 | Panel Discussion: <i>Road to Success</i> – Examine international success stories in our Industry and invite key players(s) in to discuss what worked and why (and what didn’t work!) *Interview * Q &A * Group discussion |
| 6 | Case Study – Class to design a marketing plan with creative opportunities for an artist/band to market internationally. Young emerging artist will be engaged for the group to work on. Class will be able to interview artist |
| 7 | Class will present and discuss their marketing plans. Discussion of the various ideas presented. |
| 8 | EXAM |

Evaluation

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| Attendance | 30% |
| Participation | 10% |
| Case Study | 30% |
| Exam | 30% |

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| Total | 100% |
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