

MKT 3590- MUSIC MARKETING, FALL 2008

POST-GUSTAV SCHEDULE

WEEK	Date	Description
#1	8/26 & 8/28	Introductions; The Music Industry, Past, Present & Future
#2	9/2 & 9/4	Gustav (!)
#3	9/9 & 9/11	Group Formation; Introduction to the Marketing Plan Strategy And Planning- Situation Analysis
#4	9/16 & 9/18	Buyer Behavior: Marketing Research
#5	9/23 & 9/25	Markets, Segments and Targeting
#6	9/30 & 10/2	Music Products; Revenue Streams in the Music Industry
#7	10/7	Test #1
	10/9	SEMESTER BREAK- NO CLASS
#8	10/14 & 10/16	Product Development & Positioning Strategy
#9	10/21 & 10/23	Pricing
#10	10/28 & 10/30	Wholesale & Retail Distribution
#11	11/4	ELECTION DAY- GO FORTH AND VOTE! (NO CLASSES) (And take the opportunity to work with your group.)
	11/6	Promotion Strategy /Group Work
#12	11/11 & 11/13	Promotion Tactics / Group Work
#13	11/18	Promotion Tactics/ Group Work
	11/20	Test #2
#14	11/25 & 11/27	THANKSGIVING – NO CLASSES THIS WEEK
#15	12/2 & 12/4	Presentations & Papers Due (Be ready on 12/2 even if you don't present until 12/4)