

University of New Orleans
College of Business Administration
MKT 3590 — Music Marketing, Fall 2008
Tuesdays and Thursdays 3:00 - 4:15 PM
KH 227

Instructor: Lisa A. Palumbo
Office: KH 346
Hours: 4:30-5:45 PM T & Th and by appointment.

Communication: E-Mail: lisa@audiblevision.com **
Campus: 280- 6352
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<p>IMPORTANT NOTE: Subject header must contain "MKT3590 Fa08" See page 4.</p>
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Text: Students will not be required to purchase a text for this course All reading assignments will be posted on my website.

Other Reading: Other articles of interest will be posted on the Audible Vision website, in the area designated for this course. (www.audiblevision.com) and/or on BlackBoard.

Objectives: Upon completion of this course, students will be able to:

- Formulate and evaluate a marketing plan for a music-related project, which will require that the student also learn to:
 - Understand the nature and structure of the music industry.
 - Understand the complexity of music as a product.
 - Identify environmental factors that affect the development and delivery of music related products and services and use the information to make business decisions.
 - Identify sources of revenue in the music industry.
 - Understand the role of customer needs and wants in music related enterprises.
 - Understand music markets and identify market segments in order to choose target markets that can be served effectively by the enterprise.
 - Understand music as a product and design goods, services and experiences that meet the needs and wants of selected market segments.
 - Communicate information effectively about those goods and services to prospective buyers through a variety of traditional and innovative promotion strategies, tools and tactics.
 - Make the goods and services available in times and places that meet customers' needs.
 - Price goods and services to reflect costs, competition, and customers' ability to buy.
 - Provide for the necessary service and follow-up to ensure customer satisfaction after the service.

Grading: Final course grades will be based on the following:
Test #1 – 30%
Test #2 – 30%
Marketing Plan or Audit (Group Project) – 30%
Class Participation – 10%

Letter grades are determined on a 10 point scale (i.e., 90-100= A)

Tests

Tests will consist of short-answer essay questions but multiple choice and/or true/false questions may be added at your instructor's discretion. All questions will be based on the material presented in class and from assigned readings.

Make-up tests and "Incomplete" grades are intended for emergencies and extraordinary situations **only**. The fact that you have a lot of work to do does not fit these criteria. Make-up exams and "Incompletes" are given at your instructor's discretion, and are not given lightly. If extraordinary adverse circumstances arise on a test day, you must inform me immediately or as soon as is reasonably possible. Failure to do so predisposes me to skepticism and reduces the likelihood of my sympathy for your predicament. Be prepared to provide documentation of any event that causes you to miss a test and be prepared for it to be verified. Medical excuse forms must have the attending physician's name, address and phone number in print. Notes from offices with more than one physician must have the attending physician's name circled as well. Notes that fail to meet these criteria will not be accepted. If you are hospitalized, bringing in the wristband showing your name and admission date will suffice as a replacement for a doctor's note. I will copy it and return it to you in the event that you want to keep it as a souvenir.

Class Participation

The work we do in class is designed to develop your comprehension of the material and to begin the development of analytical and decision-making skills using what you learn. Class participation grades are derived from **attendance, participation in class discussion and activities, and classroom conduct**. These are discussed in more detail in the following paragraphs:

Attendance is required and roll will be taken at each meeting. Frequent absences will not only be a liability in terms of your class participation grade, (you cannot participate if you are not present) but will also deprive you of an important part of the active and integrated learning experience this course seeks to offer. If you are late and I've already taken attendance, it's up to you to ensure that your presence has been recorded for the day.

Missed Classes—In certain circumstances, I will excuse a missed class. Excused absences are given half credit toward participation. However, *you must communicate with me* via e-mail **in advance** regarding missed classes, and your message must include the courtesy of an explanation in order to be considered for this credit. I understand that there may be occasions where unforeseen circumstances make it impossible for you to contact me via e-mail in advance of an absence. In such circumstances, you may contact me by phone as soon as possible (as long as it's not during our scheduled class time), but you **must** document the conversation via e-mail within 24 hours. Please note that e-mailing me regarding a missed class doesn't **automatically** mean your absence will be excused.

If you miss class(es), it is **your responsibility, not mine**, to make sure you get any information, announcements, etc. presented on the day(s) in question. Please do not call or e-mail me asking what you missed. Get to know at least two of your classmates and get their contact information so that you can find out what you missed on the day(s) you were absent. (See last page.) Occasionally, short, written assignments or exercises will be given and subsequently collected and evaluated as part of your attendance grade.

Classroom Conduct: Such comments as the following should go without saying and like most of this section of the document has been written for the benefit of a small minority. Students should demonstrate common courtesy and respect for the instructor and fellow students. Inappropriate behavior includes but is not limited to side conversations with other students during lecture or class discussions, engaging in any activities unrelated to this class such as text messaging, playing around on your laptop, taking or making cell phone calls, sleeping, eating or simply not paying attention. Any student exhibiting such conduct may be either temporarily or permanently removed from classroom lectures.

You may want to check out the archives for a blog post entitled, *Common Courtesies and Tips for Students* for some useful and practical information related to expected conduct both in and outside of class.

Discussion and Class Exercises: Much of the material covered in this class will be presented through discussion and class exercises as we progress through the text. In order to achieve our objectives, we will employ active learning methods that go beyond simple lectures on the concepts and strategies associated with the subject. Discussions will encourage you to think about the course material in more meaningful ways, reinforce and build on existing knowledge, and allow you to apply what you learn to a variety of real-life marketing situations. It is therefore in your best interest to come to each class prepared to contribute. Often, items posted on the blog will come up in class discussion, so be sure to check it regularly. The blog is syndicated, so those of you using RSS feed readers may wish to subscribe.

Don't be afraid to speak up. There are often controversial issues related to marketing. For each issue, there will always be a number of simple facts to consider along with different perspectives from which to view the situation. It is possible that many of us will take different positions on these issues and some will have very strong opinions about them. No opinion or position is necessarily wrong or right and alternate viewpoints offer us all great opportunities to think in new ways. If a situation arises wherein you find someone in opposition to your perspective, please do not take the points of debate directed at your position as a lack of respect for you or your opinion. Rational debate stimulates higher levels of thinking and is a great tool of discovery. We have a lot to learn from each other, so please don't be afraid to share your thoughts, ask questions or play devil's advocate. It will make the class more interesting for us all.

Extra Credit

I offer all students the opportunity to earn a limited (but generous) amount of extra credit throughout the semester. Guidelines are published on the Marketing Students' Main Page on the Audible Vision Website and guidelines for a special extra credit project available only to students of this class are available on the class page.

The amount of credit earned (if any) depends on the substance of your work and its value as an enhancement to our learning experience. The last day of class (which is also the day of our last test), is the last day to turn in any extra credit work.

Lately it seems that a growing number of students are shirking their responsibilities throughout the semester, then, upon realizing that their final grades are lower than what they need to graduate, stay off probation, not avoid expulsion, etc., show up begging me to accept late submissions for extra credit. Let me make it clear right now **that I will not accept extra credit submissions after the deadline.** Period. Extra credit is like an insurance policy. You cover yourself in *advance* of a problem. **So, if a good grade is important to you, hedge your bets do as much as you can before the last day of class.** Remember, your work has to meet certain standards and extra credit points *are not guaranteed*. Many submissions fail to meet these standards and I can't give you feedback if you wait until the last minute to submit work.

Last Minute Appeals for Mercy

Explanations for poor performance and appeals for mercy that occur **only at the end of the semester as students discover they aren't getting the final grades they want/need** tend to be regarded by professors with great skepticism and little sympathy. Therefore, if it's important that you make a certain grade, **please behave that way throughout the semester** because when it's over, it's over.

Communication

Communication is the foundation of all relationships and the essential component of all learning and teaching. The process of learning and teaching involves ongoing bidirectional feedback. Therefore, I encourage you to communicate with me whenever you have questions or uncertainty about the material we cover. I am always willing to help students who need it, but until I develop acute mind-reading skills, it's up to you to let me know when you are having problems. Good communication is its own reward, and much more in this case.

You may contact me by e-mail, which is perhaps the easiest method, or by telephone. If you call and get my voicemail, in addition to leaving the usual pertinent information (name, class, phone numbers, etc.), **please let me know the latest that I can return your call.** Please do not contact me with questions that can be answered simply by reading your syllabus.

Even though it seems ridiculous to have to mention this, (but I do, because some students believe otherwise), my work at UNO is a very important part of my life, but it's not the only part. As a rule, I am not sitting by the telephone waiting for it to ring, nor am I in front of the computer 24/7 desperate for e-mail to answer. (Quite the contrary, in fact.) There are days when my schedule doesn't allow me to sit still long enough to check e-mail, and/or days when I'm not able to take calls for large blocks of time. So, please don't wait until the last minute to contact me with questions for which you desire an immediate response. (Or don't become upset with me if I don't get back to you as fast as you'd like.) Sometimes you'll get an e-mail response from me within minutes, sometimes not. And it's not uncommon for me to go through the entire weekend without checking e-mail at all. If you know this, you won't expect something I may not be able to deliver. You should also be aware that the chances of reaching me at my campus office are greatly reduced at any time outside of office hours.

Important note about e-mail: Please use the e-mail address on the first page of this syllabus. If you use my UNO e-mail address, I cannot guarantee that I'll get the message. Due to an overwhelming amount of incoming spam, my e-mail client is set up to filter and sort incoming mail in a way that makes it easier for me to manage. Therefore, in order for me to receive your message, the subject line must contain the following: **MKT3590 Fa08**

Occasionally I may find it necessary to send a message to the whole class via e-mail. In the event that this occurs, I will send mail to your UNO e-mail account. Please be certain to check it regularly or make the necessary arrangements to have it forwarded to an account that you use routinely.

Location Of Course Documents And Materials: These documents will be posted on BlackBoard and on the website I maintain as part of my business: www.audiblevision.com Follow the links to find the page for your class. If you are looking for something and can't find it on one site, check the other. If you can't find it in either place, or if there are link and/or download problems, please inform me by phone or e-mail immediately and I'll address the problem as quickly as possible. (And please don't complain later about problems if you haven't bothered to communicate with me about them first.)

I often post links to articles of interest on a blog I keep for such purposes. The URL for this blog can be found on page 1 of the syllabus. New items are posted throughout the semester, so you may want to check it from time to time. I will alert you of any posts that have particular topical relevance to this class.

Non-native Speakers of English: A very technical vocabulary is used in this course. Understanding the specific meaning of words and concepts is critical for success. Because of this necessity, individuals for whom English is not his/her first language may need additional assistance. Many common dictionaries are inadequate in describing the technical meaning of a word as used in the course. I will gladly define and explain the meaning of concepts when asked. If words, terms or concepts are confusing during an exam, please seek assistance. Electronic dictionaries or devices can be used during an examination only with prior approval.

Academic Dishonesty and Misconduct: Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty and/or misconduct constitute a major violation of professional ethics and will not be tolerated. These violations include but are not limited to the following: cheating, including the use of illegally obtained notes or exams, drawing of exam answers from another's exam, the sharing of exam answers with others; plagiarism of any submitted material; tampering with academic records and examinations; falsifying identity; being an accessory to acts of academic dishonesty. Refer to the UNO Judicial Code for further information. The Code is available online at:

http://www.studentaffairs.uno.edu/studentpolicies/policymanual/academic_dishonesty.cfm

Be advised: I **do** check references and scan for plagiarism. I've caught students cheating and committing plagiarism before and if I catch you doing it, I **will** take action. So don't risk it.

Students are not allowed to take copies of the examination outside the classroom or from my office for any reason. **Any student who takes possession of any exam from this course by this instructor (no matter whose it may have been or may be) outside the supervision or permission of the instructor will receive an "F" in the course; likewise, any student who does not turn in the exam copy.**

Students are not allowed to leave the classroom while taking a test. Please make your visits to the bathroom and make sure you have tissue for your runny nose before the test begins.

Students With Disabilities: It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students who qualify for services will receive the academic modifications for which they are legally entitled. It is the responsibility of the student to register with the Office of Disability Services (UC 260) each semester and follow their procedures for obtaining assistance.

Schedule: A schedule of topics and deadlines for the semester will be given out separately. Every class is different and it's often difficult to determine the pace at which a class will move in advance. Therefore, your instructor reserves the right to make alterations to the schedule as needed to accommodate the natural pace established by this class as we get to know each other. You will be provided ample notice should changes become necessary.

For More Useful and Interesting Information, don't forget to check out the postings on:

The Garden of Irks and Delights: Academic Edition

<http://lpstudentlinks.blogspot.com/>

This link is also available at www.audiblevision.com

STUDENT CONTACTS: for those times when you need to contact a classmate.

Name: _____

Name: _____

Phone: _____

Phone: _____

Phone: _____

Phone: _____

E-mail: _____

E-mail: _____

Just DO IT! Get those names and numbers NOW!