

**MKT3590- Music Marketing, Fall 2008**  
**Test #1 Parts 2 & 3 - Group Submission**  
**Due: October 16, 2008**

Part 2— Music Marketing Research: 25 points

Using **primary research**, identify 3-5 important pieces of information that you need about your target audience in order to effectively market your artist's music. Present the marketing knowledge your research produced and explain how you obtained it and how it will be used. (In which element(s) of the marketing mix will it be used, what marketing problems/decisions will it serve?)

You must turn in the original data you collected. If you used surveys, submit the originals. If you used online surveys, (there are many services available that can be used without charge, but you'll have to be creative if the questionnaire requires that the music be heard in order to respond), you must submit the URL for the survey and a print-out of the results. If you used informal interviews, you must submit a copy of your notes.

Caution: do not perform research that simply confirms something that is obvious or has no direct use in your marketing plan.

Part 3— Environmental Scan: 25 points

Your group must turn in 5 articles related to events in the macro-environment that effect music marketing decisions. It is preferred that these articles be submitted in digital form and if they are from the web, please include the URL.

Accompanying each article, please submit a paragraph summarizing the article and explaining which macro-environmental factor it relates to and how it serves as an opportunity or threat to your artist.