Bossier Parish Community College  
Master Syllabus

Course Prefix and Number: COMM 108  
Credit Hours: 3

Course Title: Marketing of Recorded Music

Course Prerequisites: None


Course Description: Students will learn movement of the recorded and printed product from the studio to the ultimate consumer. Includes market structure and analysis, distribution patterns, promotional strategies, charts, airplay, pricing, and legal aspects. Design advanced level business incubators where students screen and select original songs and artists; produce, manufacture, and market recorded product. Special emphasis is placed on all related contracts, cash flow management, and accounting.

Learning Outcomes:
At the end of this course the student will

   A. demonstrate an understanding of the problems of sound venues;
   B. understand the market structure and promotional strategies associated with producing music; and
   C. determine the current direction of marketing techniques and apply them to further the business of recorded music.

To achieve the learning outcomes, the student will
(The letter designations at the end of each statement refer to the learning outcome(s).)

1. study several sound venues and make problem-solving applications. (A)
2. produce a written marketing plan for a hypothetical recording project. (B)
3. critique a current marketing plan being implemented in the “real world” of recorded music. (C)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
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<tr>
<td>B</td>
<td>80 – 89</td>
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<td>C</td>
<td>70 – 79</td>
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<tr>
<td>D</td>
<td>60 – 69</td>
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<tr>
<td>F</td>
<td>0 – 59</td>
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Revised 9/2018
Attendance Policy: The college attendance policy is available at http://www.bpcc.edu/catalog/current/academicpolicies.html

Nondiscrimination Statement

Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

COORDINATOR FOR SECTION 504 AND ADA
Angie Cao, Student and Disability Services Specialist
Disability Services, F-254, 6220 East Texas Street, Bossier City, LA 71111
318-678-6511
acao@bpcc.edu

Equity/Compliance Coordinator
Teri Bashara, Director of Human Resources
Human Resources Office, A-105
6220 East Texas Street
Bossier City, LA 71111
Phone: 318-678-6056
Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.