

# COURSESYLLABUS

MUSB 2301 (3:3:0)

# **Music Marketing and Merchandising**

**Mark Wallney-Instructor**

Commercial Music Program

Creative Arts Department  
Division of Arts and Sciences

Levelland Campus

SOUTH PLAINS COLLEGE

# LevellandCampus

**Course Title: MUSB 2301 – Music Marketing and Merchandising (3:3:0)**  
**Instructor: Mark R. Wallney**  
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**Office Hours: As posted**

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I. GENERAL COURSE REQUIREMENTS

A. Course Description: Methods of music distribution, retailing, and wholesaling. Includes identifying a target market, image building, distribution, pricing, advertising, and fan engagement.

B. End Of Course Outcomes: Summarize the various aspects of music marketing; identify consumer behavior; and describe the different paths that music products take to consumers.

C. Academic Integrity: Please refer tothe College Catalog(page 22).

D. SCANSand FoundationSkills. Thiscourse covers SCANS occupational competencies C

1-17 and Foundation Skills F 1, 2, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15, 16, & 17.

E. Verificationof Workplace Competencies: Successful completionof thiscourse will equip the studentwith many of the skills necessary to complete part of the capstone experience presented at the end of the second semester of study for Certificate candidates and at the end of the fourth semester of study for degreecandidates.

II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS

Textbooksand other materials:

<p><b><u>Music Marketing for the DIY Musician by Bobby</u></b> <b><u>Borg</u></b></p>
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## **ATTENDANCE POLICY**

**Students are expected to attend all classes.**

The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

**B. Attendance/Tardy Policy: See page 20 in the College Catalog.**

**Also, due to the nature of this class, it is important that students be present at the beginning of each class period. Therefore, anyone arriving after attendance has been taken will be counted absent for that class period.**

**More than three absences (3) will result in the lowering of the final grade by at least one letter. A student will be dropped from the class with a "F" or an "X" (at teacher's discretion) once they've accumulated six (6) absences.**

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

**Assignment Policy:** Special class assignments will be given out and are expected to be completed and turned in or presented at the specified times.

**Late assignments will not be accepted-NO EXCEPTIONS.**

Grades will be recorded for all work turned in or presented.

**It is the student's responsibility to contact the instructor following any absence to find out what was missed during that absence.**

**Students are responsible for any and all assignments, whether they were present the day the assignment was given out or not.**

## **GRADING POLICY**

**Note: All Tests will be due that day. NO MAKE UPS**

- A. Grades are calculated and recorded using
- a. Assignments and reading 30%,
  - b. Quizzes and tests 30%,
  - c. Midterm project 30%,
  - d. Final Project/Test/Assignment 10%.

**Absences will also figure into the grade** if a student has missed more than three (3) classes.

**NOTE: Use of cell phones during class is not allowed under any circumstances and will not be tolerated. If a student is caught using a phone, texting or talking, it will result in a zero for that day's daily grade.**

**All electronic devices, including cell phones and computers** will be turned off during classes and projects unless there was prior approval by the instructor. Any student that violates the above will receive a "0" for that day and will be asked to leave with an absence.

- III. **COURSE OUTLINE BY TOPIC**: the instructor will determine the depth of exploration Into each area. Topics will follow the required text as time allows.

For information regarding SPC Intellectual Exchange, Disabilities, Non-Discrimination, Title IX Pregnancy Accommodations, CARE (Campus Assessment, Response, and Evaluation) Team, and Campus Concealed Carry statements, please refer to the following link:

<https://www.southplainscollege.edu/syllabusstatements/>