

# 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

SOUTHPLAINS COLLEGE

# Levelland Campus

**Course Title: MUSB 2301 – Music Marketing and Merchandising (3:3:0)**

**Instructor: Mark R. Wallney**

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**E-mail: mwallney@southplainscollege.edu**

**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 (brick and mortar vs. digital delivery), pricing, advertising, and marketing mix.

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 to the College Catalog (page 22).

D. SCANS and Foundation Skills. This course 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. Verification of Workplace Competencies: Successful completion of this course will equip the student with 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 degree candidates.

## II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS

Textbooks and other materials:

**Music Marketing for the DIY Musician by Bobby Borg**

# ATTENDANCE POLICY

Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

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. Grades will be recorded for all work turned in or presented. **Students will not be allowed to make up missed tests without a note from their doctor, prior notification, and/or other valid explanation for the absence (at instructor's discretion).** Students with valid reasons for missing a test have one week from the missed test date to make it up or they forfeit the chance to make it up. Also, 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

A. Grades are calculated and recorded using (1) assignments and reading 10%, (2) quizzes and tests 30%, (3) midterm project 30%, (4) Final Project 30%.

Absences will also figure into the grade if a student has missed more than three classes (see letter "B" above). Failure to participate in class discussions will result in 10 points being subtracted from final grade total (at instructor's discretion).

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.

B. Special requirements: All assignments are to be typed and will not be accepted in hand written form.

C. Appropriate class behavior: I like to run an informal class with lots of opportunity for students input into our discussions. Proper respect shall be expected during times when the instructor is speaking, when a student is speaking and while we are either listening to music or watching a video. Failure to observe these behavioral guidelines can result in disciplinary action and/or removal from the class at the instructor's discretion. **Use of cell phones during class is not allowed under any circumstances and will not be tolerated.**

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.

IV. ACCOMMODATIONS: See the "Equal Opportunity" statement in the South Plains College Catalog, (page 3) for specific details on this subject.

V. 4.1.1.1. Diversity Statement:

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

4.1.1.2. Disabilities Statement:

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

#### Face Covering Course Syllabus Statement–Rev. 1/4/2021

It is the policy of South Plains College for the Spring 2021 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the SPC community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings while in SPC buildings including in classrooms, labs, hallways, and restrooms. Failure to comply with this policy may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Dean of Students on the Levelland campus or the Dean/Director of external centers for Student Code of Conduct Violation. Students who believe they have been exposed or may be COVID-19 positive, must contact Health Services, DeEtte Edens, BSN, RN at (806) 716-2376 or [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu).