

Minnesota State College Southeast

NEME 2005: New Media Tools for Music Industry

A. COURSE DESCRIPTION

Credits: 1

Lecture Hours/Week: *.*

Lab Hours/Week: 2

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This lab implements marketing and communication strategies used by music industry professionals to communicate with customers and fans. The course examines the creation of an online presence using direct-to-fan techniques, brand strategies, and online retail sites. Throughout this course, emphasis is placed on brand management and the dissemination of content to fans. This lab is designed to work with the New Media Technology and Strategies course, with specific hands-on application to the music industry. (Prerequisite: none) (1 credit: 0 lecture/1 lab)

B. COURSE EFFECTIVE DATES: 03/13/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. New Media Strategies
2. Online Music Industry Tools
3. Content Dissemination
4. Brand Development for Music Industry Professionals

D. LEARNING OUTCOMES (General)

1. Identify tools used by music industry professionals
2. Describe the effect of social media in the music industry
3. Outline the steps required to develop a brand strategy
4. Explain the current state of direct-to-fan paradigm
5. Evaluate various tools available to music professionals and their appropriate user base
6. Develop an online brand for the music industry
7. Examine the role of the fan in reshaping brand strategies
8. Create musical content for online dissemination
9. Disseminate content online
10. Employ social media techniques to interact with a fan base
11. Describe the keys to success in an effective online strategy
12. Develop a brand strategy to succeed in connecting to customers/fans

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted