Syllabus

CALVARY UNIVERSITY

COURSE: MU411 D DN Social Media and Marketing
CREDIT: 2 Credit Hours
SEMESTER: Fall 25/Session 2
DAY/TIME/ROOM: Tuesday and Thursday/9:30-10:50AM/E. Ed. 107
INSTRUCTOR: Dr. Ian Guthrie
                 Ian.guthrie@calvary.edu

I.   DESCRIPTION

How to identify and access the current markets for your music. Special attention will be paid to the pitfalls and advantages of song distribution through social media.

II.   OBJECTIVES

A. General competencies to be achieved—the student will:
1. Establish a basic understanding and functional use of social media including the latest dynamic platforms.
   i.   PLO 1. 2. 3.
   ii.   A, B, C, D
2. Explore the purpose and design of a basic marketing plan.
   i.   PLO 1. 3.
   ii.   A, B, C, D
3. Identify and apply marketing principles specific to the music industry.
   i.   PLO 1. 2. 3.
   ii.   A, B, C, D

B. Specific competencies to be achieved, the student will:
1. Establish accounts with three separate social media sites and develop a list of the strengths and weaknesses that current social media offers the Christian musician.
   i. PLO 1. 2. 3.
   ii. A, B, C, D
2. Create a dynamic marketing plan and implement it.
   i. PLO 1. 2. 3.
   ii. A, B, C, D

3. Develop opportunities for the production and distribution of a unique body of music.
   i. PLO 1. 2. 3.
   ii. A, B, C, D

III. REQUIREMENTS

   A. You MUST purchase a textbook: ***All You Need to Know About the Music Business***, **11th edition by Passman, Donald. Published by Simon & Schuster.**
   B. Complete the required weekly reading and writing assignments.
      * **Assignments** are due at class time or on the date assigned.
   C. Prepare a detailed marketing plan and supporting presentation for yourself that can be implemented after completion of this class.
   D. Attendance is required for this course. One or more absences will reflect negatively on your final grade.

IV. METHODS

   A. In-class teaching methods will include lecture, discussion, demonstration, video, and oral reports.

   B. Out of class methods will include reading, study, written assignments, assigned projects, research, and preparation for oral reports.

V. GRADING

Assignments and in-class attendance	50%

   This will include participation in and outside of class, and *may include* other plans and presentations

Marketing plan (25%) and presentation (25%)	50%
	Total: 100%

*Assignments are due at class time or on the date assign. Papers and reading assignments must be completed **on time**. **NO EXCEPTIONS.**

VI. MATERIALS
   The Bible

   Passman, Donald. *All You Need to Know About the Music Business*, 11th edition. New York: Simon & Schuster. New: $21.49 (Amazon), Kindle $19.99

VII. OTHER IMPORTANT INFORMATION

   The Bible is a required textbook in every course at Calvary University. To facilitate academic level study, students are required to use for assignments and research an English translation or version of the Bible based on formal equivalence (*meaning that the translation is generally word-for-word from the original languages*), including any of the following: New American Standard (NASB, English Standard Version (ESV), New King James (NKJV), or King James (KJV). Other translations and versions based on dynamic equivalence (*paraphrases, and*

thought-for-thought translations like NLT and NIV) may be used as supplemental sources. Please ask the professor if you have questions about a particular translation or version.

Students with disabilities have the responsibility of informing the Accommodations Support Coordinator (aso@calvary.edu) of any disabling condition that may require support.

Plagiarism is defined as copying any content without identifying the source. This also includes taking another person's or AI entity's ideas or constructs and presenting them as your own. Plagiarism of any kind will not be tolerated. Most assignments at Calvary require the student to produce original work. Therefore, unless specifically permitted by the instructor, the use of AI-generated content is prohibited (even if cited) as it does not represent original work created by the student and is an unreliable aggregate of ideas from other sources. AI, however, may be utilized in cases where the instructor has explicitly permitted its use to accomplish specific tasks. It is only in these cases that AI-generated (or modified) content may be submitted by the student. If there are any questions as to the permissibility of AI use for an assignment, please ask your instructor for clarification.

The Clark Academic Center (learning@calvary.edu) is dedicated to providing free academic assistance for Calvary University students. Student tutors aid with all facets of the writing process, tutor in various subject areas, prepare students for exams and facilitate tests. Please take advantage of this service.

In-class attendance and discussion is mandatory and is part of the student's overall final grade.

All class papers must follow the Turabian style according to A Manual for Writers of Research Papers, Theses, and Dissertations, 8th edition and the Calvary Style Guide, 2019 update.

Grading Scale: See grading scale in the university catalog.

*Carnegie Unit Worksheet

Calvary University
Course: MU411 Social Media and Marketing

Assignments	External/Online	
	Hours	Assigned
"Seat Time" in class	18	
Reading	30	
Weekly Homework/Projects	12	
Marketing Plan and Presentation	30	
Total	90	