

Dr. J. A. Hodgson (jhodgs5@uwo.ca)

## **Mus 4740Y: Advanced Production Project**

Time: MWF 1.30-2.30

Place: TC200

MUS4740Y is designed to help students enrolled in the BA in Popular Music Studies, and the BA in Music Administrative Studies, successfully navigate entry into professional activity within the music industry. Students who complete MUS4740Y will be able to:

- (i) identify viable revenue streams and/or career paths in the music industry for their work;
- (ii) devise and implement effective marketing and promotional strategies to maximize success in their identified streams; and, in so doing,
- (iii) establish a foundation for their future career successes.

4740Y is a Y designation course. As such, we meet only in the fall semester. During this time, we will inaugurate the *Music Industry Analytics Lab*, which is designed to help students construct viable marketing and promotions briefs for their proposed projects. The winter semester is set aside for independent work on their projects. Final projects are due on the last scheduled day of class: 10 April 2023.

### **Enrolment Restrictions**

Enrolment in this course is restricted to students who have previously enrolled in MUS 2736 and one of either MUS 3738 or MUS 3739. Unless you have either the requisites for this course or written special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

### **Required Materials**

I do not require any particular course materials, aside from those free materials I distribute via owl. I ask that students do try to set aside around \$100-\$150 for marketing, distribution and other project expenses.

### **Topics**

1. Industry Contexts
2. Release Playbook
3. Planning & Strategy
4. Budgeting
5. Creative & Art Direction
6. Content & Social Media Strategy
7. Public Relations
8. Digital Advertising
9. Data Analytics
10. Roundup of the Brief

### **Evaluation**

Release Brief (40%) *due* 8 DEC 2022

Final Project (60%) *due* 10 April 2023

**Grading scale:** A+=90-100%, A=80-89%, B=70-79%, C=60-69%, D=50-59%, F=0-49%.

**Academic Consideration for Student Absence:** Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. *Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus.* Students are not able to use the self-reporting option in the following circumstances: • for exams scheduled by the Office of the Registrar (e.g., December and April exams) • absence of a duration greater than 48 hours, • assessments worth more than 30% of the student's final grade, • if a student has already used the self-reporting portal twice during the academic year. If the conditions for a Self-Reported Absence are not met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. *Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.* Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty. Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office. For the Western University policy on Consideration for Student Absence, see: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic\\_Consideration\\_for\\_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf) and for the Student Medical Certificate (SMC), see: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

**Academic Consideration for Missing Work:** In cases where students are unable to submit work due to medical illness or compassionate grounds, if an online self-reported absence is submitted, or if appropriate supporting documentation is submitted to the Associate Dean's office, and the accommodation is granted, then the missed assessments may be rescheduled or discounted in the calculation of the final grade for the course, at the discretion of the instructor. If neither a self-reported absence nor an appropriate supporting document is submitted to the appropriate office, then the missed assignments will receive a grade of zero.

**Academic Offences:** Submission of work with which you have received help from someone else (other than the course instructor or TA) is an example of plagiarism, which is considered a major academic offence. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, as found at: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

**Mental Health & Wellness:** Students that are in emotional/mental distress should refer to the Health and Wellness at Western page (<https://www.uwo.ca/health/>) for a complete list of options about how to obtain help or to go to the Wellness Education Centre located in UCC room 76. *Students in crisis in need of immediate care are directed to go directly to Student Health Services in UC11 or to click on the green "I Need Help Now" button on the Health and Wellness page above.*

**Accommodation for Students with Disabilities:** Students work with Accessible Education Western (AEW, formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic%20Accommodation\\_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf)

**Religious Accommodation:** Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar. <http://multiculturalcalendar.com/ecal/index.php?s=c-univwo>