

# MUM3733 : Music Business Marketing

The Music Business Marketing course explores marketing concepts as they relate to the nuances of the music business. Students will construct strategic plans in the selection and development of music business products and integrate traditional and nontraditional promotional avenues. In addition, students will strengthen their understanding of the analytical tools and strategic analysis of the music business, providing them with real-world marketing knowledge that will facilitate the success of their creative work.

**Credits** 4