

## MBB469 : Project and Portfolio VI: Music Business

The Project and Portfolio VI: Music Business course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop strategies for the promotion and distribution of music-related goods. They will apply knowledge gleaned from evaluating industry trends as well as current and previous course work to determine viable approaches for both physical and digital products. Students will also craft innovative plans to launch a release, employing social-media platforms and other online tools to engage a targeted audience, foster the relationships they create, and increase a fan base.

**Credits** 3