



# Music Marketing Project



## Project Description:

1. Look up your favorite singer or group on the Internet, in the Rolling Stones magazine, etc. Write a one-page report about the singer or band.
  - a. A brief biographical sketch (life from childhood to now)
  - b. How interest in music got started
  - c. Early days of music career to now,
  - d. Career highlights (awards, etc.)
  - e. One paragraph must include the type of music your singer/group produces, why that type of music was chosen, and some of their top works.
  - f. How much would you be willing to pay for the concert to see this singer or group perform? Why?
  - g. Also run the information from the Internet you locate about your music artist.
  
2. Look up your favorite singer or group on the Internet, in the Rolling Stones magazine, etc. Write a one-page report about the singer or group. Include (among other items of interest):
  - a. A brief biographical sketch (life from childhood to now)
  - b. How interest in music got started
  - c. Early days of music career to now,
  - d. Career highlights (awards, etc.)
  - e. One paragraph must include the type of music your singer/group produces, why that type of music was chosen, and some of their top works.
  - f. How much would you be willing to pay for the concert to see this singer or group perform? Why?
  - g. Also run the information from the Internet you locate about your music artist.
  
3. If you were in charge of promoting a concert for your chosen artist, who would be your target market? (demographics, geographics, psychographics)
  
4. Design a concert T-shirt for this singer or musical group. You can print it on 8 ½ x 11 paper or put the drawing on a piece of construction paper, T-shirt if you wish, so that it can be displayed.
  
5. Design the front and back of the ticket for this concert. The front should include date, time, city, venue, picture of venue or artist, theme or slogan. Include a special promotion on the back. (This promotion would involve one of your sponsors).
  
6. Most sports/entertainment events have products or companies that sponsor the event. List five products or companies that would be appropriate sponsors.
  
7. How would you promote and publicize a concert for your artist? (TV, radio, newspaper, special promotions, etc.) Explain your advertising medium and publicity event and why you chose them.



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## **Project Description (continued):**

8. What product/service/business would your singer/group be a good endorser for? Create an innovative, professional, and creative advertisement that could be used on billboards, buses, and in magazines.
9. You are in charge of maintaining a fan club Website. What items or services would you make available to purchase from the fan club? Why?
10. Present your findings to the class in the form of a PowerPoint presentation (ten slide minimum) that includes:
  - a. Key topics covered in your written report
  - b. Graphic illustrations that are relevant to each side's topic
  - c. Your t-shirt design
  - d. Your ticket design
  - e. Sponsors
  - f. Promotions
  - g. Items available at your fan club site.
  - h. This presentation could also include a sampling (school appropriate) of the music for your group or artist.