**Minnesota State University, Mankato**

**Curriculum Proposal**

Please type or select the requested information. Print completed forms, add appropriate paper attachments, and route through MSU's curricular process for recommendations and decisions.

(Check all that apply):
- College: Arts and Humanities
- Department: Music
- Program: BS in Music Industry

Type of Change: COURSE PROPOSALS

Proposed: New Course

Title Current: 

Title Proposed: Music Promotion

24-Char. Abbrev: MUS 482

**Proposed #**: 44

**Effective Date of Change**: 05

**Academic Year**: (For Office Use Only)

**Course Designator**: MUS 482

**Number of and Number**: 3

**Credits**: (if applicable)

Include a course or program description for the Bulletin (30-40 words maximum for courses, 100 for programs):

This course is designed to acquaint the student with the areas of promoting and marketing of themselves, some else as a performer, and their company.

**Rationale or Justification for change:**

This will allow the Music Industry area to better meet the professional expectations of the field.

***For General Education or Cultural Diversity Courses Only***

<table>
<thead>
<tr>
<th>General Education Course:</th>
<th>Cultural Diversity Course:</th>
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<tbody>
<tr>
<td>GE Category #</td>
<td>GE Category Name (Maximum of 3 Categories)</td>
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<tr>
<td>N/A</td>
<td>Core (At least 75% devoted to topics of race, gender, sexual orientation, age, class, and disabilities as they occur in United States Society.)</td>
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<tr>
<td>N/A</td>
<td>Related (At least 25% devoted to the above topics or to a global perspective on topics related to African American, Asian, Hispanic, and Native American inhabitants of the United States.)</td>
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* For Writing Intensive Courses, attach a description of the kind and quantity of writing.
* For Upper Division Courses, include a description of the respects in which it is broad and general rather than narrow and specific, and so suitable as GE.

Attach paper copies of the following:

a. Syllabus or course outline.

b. Course's student learning outcomes associated with each GE competency or CD designation.

c. List of strategies to be used to assess students' achievement of each GE competency or CD designation.

***For New Courses***

(Check all that apply):

- Course is an elective.
- Instructional Type: Lecture
- Course is required for program:
- Pre- or Co-requisites:
- Other courses are being changed or eliminated. (Explain.)

Course will be offered:

- Fall Semester
- Spring Semester
- Summer Session

Course content or title is similar to courses in other departments. (Attach copy of letter of agreement with other program(s) contacted. Indicate the nature of the discussions and/or resolution of differences or potential conflicts.)

Attach paper copies of the following:

a. Syllabus or course outline.

b. Course's student learning outcomes.

c. A list of resources required to offer and support this course.

d. A description of how teaching this course will affect department staffing.

e. If 400/500 level course, an explanation of added expectations of graduate students.

**Revised**: September 2002

**Received**: NOV 1 - 2004

**Academic Affairs**

**MINNESOTA STATE UNIVERSITY, MANKATO**

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### For Program Proposals***

- Attach paper copies of the following:
  - a. Student learning outcomes for the program.
  - b. Minutes from department and college curriculum meetings in which action was taken on this proposal.
  - c. Program Assessment Plan. Forms are available on the Academic Affairs Web site:
    [http://www.mnsu.edu/acadaf/oracle/PRA_Same-StlAssessPlan.doc](http://www.mnsu.edu/acadaf/oracle/PRA_Same-StlAssessPlan.doc)
  - d. List of program requirements for New programs, or a list of Current and Proposed program requirements for Redesigned programs.
  - e. A list of resources required to offer and support this program.
  - f. A description of how offering this program will affect department staffing.
  - g. A list of additional library holdings required for this program.

Please include rationale for any proposed changes in number of program credits.

### For Programs Requiring MnSCU Approval***

If any of the following changes are proposed, please fill out and attach MnSCU Program Approval Forms, which are available on the Academic Affairs Web site:


1. Creation of an entirely new program.

2. Redesign of existing programs, which takes any of the following forms:
   - Addition or deletion of a program option. Options are part of program design in which 30-50% of the courses are required as part of a common core for all students, and which offers curriculum alternatives greater than 30% of the total number of credits in the major. Options are appropriate to baccalaureate or masters programs.
   - Addition or deletion of a program emphasis. Emphases are part of program design in which more than 50% of the courses are required as part of a common core for all students, and which offers curriculum alternatives with a minimum of nine credits. Emphases are appropriate to associate and baccalaureate programs.
   - Change in program name.
   - Change in program CIP #.
   - Change in TOTAL program credits.
   - Change in degree award. For example, changing a B.A. to B.S.
   - Creation of a new degree award in a related academic area. Examples include creation of a certificate program from an existing degree program, or a new degree program from an existing degree program (e.g., Art History BA from Art BA.)

3. Relocation of an existing program. This is a proposal to move an existing program from one site to be exclusively offered at another site, and requires closing the program offered at the original site. For example, a program offered both on-campus and through extended campus is to be offered only at the extended campus site.

4. Replication of an existing program. This is a proposal to offer an existing program at a new site, which may be an existing MnSCU-approved site, or another campus of the same institution. Replicated programs are offered at both the original site and the new location.

5. Suspension or reinstatement of a program. This proposal suspends admission of students into an existing program, and is good for three years. Reinstatement proposals request the reopening of student admissions into a given program.

6. Closure of a program. This proposal requests closure of an existing program and its from an institution's official inventory of academic programs. Unless a department seeks to re-open a suspended program, it should be closed within three years of suspension.

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Revised September 2002
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<th>Committee</th>
<th>Recommended</th>
<th>Not Recommended</th>
<th>Comments</th>
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<tr>
<td><strong>Department</strong></td>
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<tr>
<td>[Signature] John E. Lindberg 10-26-04</td>
<td>Department Chair</td>
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<td><strong>College Curriculum Committee</strong></td>
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<td>[Signature] Krista Petruzi 11-29-04</td>
<td>Committee Chair</td>
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<td><strong>College Dean</strong></td>
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<td>[Signature] J. Pelkey 11-01-04</td>
<td>Dean</td>
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<td><strong>General Education Subcommittee</strong></td>
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<td><strong>Undergraduate Curriculum and Academic Policy Committee</strong></td>
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<td>UCAP Faculty Chair</td>
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<td><strong>Faculty Association Graduate Committee</strong></td>
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<td><strong>Graduate Dean</strong></td>
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<td><strong>Academic Affairs Council</strong></td>
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<td>[Signature]</td>
<td>Assistant Vice President</td>
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<tr>
<td><strong>Senior Vice President and Vice President for Academic Affairs</strong></td>
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<td>[Signature] Sr. Vice President / Vice Pres. Academic Affairs</td>
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Comments:
Minnesota State University
Department of Music

MUS 482 Music Promotion

Credits: 3 credits

Texts: Peter Spellman. The Self-Promoting Musician
Tad Lathrop, Jim Pettigrew. This Business of Music Marketing and Promotion.

Course Description:
This course is designed to acquaint the student with the areas of promoting and marketing of themselves, someone else as a performer and their company. The student will complete specific projects to accompany the three stated areas of promotion.

Course Objectives:
To provide an overview as well as specific information in the areas of Press Kits, editing digital photos, digital audio files, digital video, DVD authoring, creating Press Clippings and News Releases.

To provide information on creating an Excel spreadsheet document for calculating the finances for a marketing campaigns for a concert or other performances.

To provide information on how to create a dynamic poster and other advertising information.

To provide a basis to create outstanding self-promotional material in a DVD format.

To provide an understanding of how to promote, market and advertise for a company or institution.

Student Outcomes:
Students will create an individual, personal portfolio in a DVD format.
Assessment: Successful completion of the DVD portfolio.

Students will create a marketing campaign to promote a performer or concert while working together as a team through in class participation. Assessment: Successful completed presentation.

Students, working in teams, will create and demonstrate and advertising campaign to promote a business or institution. Assessment: Successful completed presentation.
Students will demonstration through completion of assignments the application of related software programs. (DVD authoring software, inDesign, Photoshop, Toast, Digital Performer, Microsoft Word, Excel and PowerPoint), Assessment: completion of two levels as assigned by the instructor.

**Attendance Requirement:**
Attendance is required at class meetings.

**Evaluation:**
- 70% In-Class Demonstrations
- 20% Completion of the Individual DVD Portfolio
- 10% attendance
a. Syllabus

Attached

b. Course's student learning outcomes

Students will create an individual, personal portfolio in a DVD format. Assessment: Successful completion of the DVD portfolio.

Students will create a marketing campaign to promote a performer or concert while working together as a team through in class participation. Assessment: Successful completed presentation.

Students, working in teams, will create and demonstrate an advertising campaign to promote a business or institution. Assessment: Successful completed presentation.

Students will demonstrate through completion of assignments the application of related software programs. (DVD authoring software, inDesign, Photoshop, Toast, Digital Performer, Microsoft Word, Excel and PowerPoint). Assessment: completion of two levels as assigned by the instructor.

c. A list of resources required to offer and support this course.

This course can be offered with the existing recourses of the Department of Music.

d. A description of how teaching this course will affect department staffing.

This course can be offered and will not affect department staffing.

e. If 400/500 level course, an explanation of added expectations of graduate students.

N/A