

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 brief biographical sketch (life from childhood to now)
 - How interest in music got started
 - Early days of music career to now,
 - Career highlights (awards, etc.)
 - 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.
 - How much would you be willing to pay for the concert to see this singer or group perform? Why?
 - 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 brief biographical sketch (life from childhood to now)
 - How interest in music got started
 - Early days of music career to now,
 - Career highlights (awards, etc.)
 - 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.
 - How much would you be willing to pay for the concert to see this singer or group perform? Why?
 - 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.**