**Entertainment Marketing and the Music Industry**

**Step 1**: Select a popular musician or musical group

Musician/Group name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Step 2**: Use the internet to conduct research about your musician/group and the distribution of their music.

Questions you should consider (this is not all inclusive – give me as much info as you can, specifically think about marketing their product):

* What type of music do they perform?
* Where can you purchase their music?
  + Music stores, online, concerts – BE SPECIFIC, don’t just say online, where exactly online can you purchase it?
* Are they on tour this year (or where they recently)?
  + If so, what major cities are they performing?
* How much did they generate in sales in 2014 from their music / merchandise (or 2013 if 2014 information is not available)?
* What are some of the ways the musician/group promotes their music?
* Who is the musician/groups target market?

**Step 3**: Using the information researched above, prepare a short report summarizing your findings. Remember you should not plagiarize material – this should be in your OWN words. Site your resources. You may use the back page or you may choose to type your report in Word or Google Docs. If you choose to type, please print to the printer in 215 and staple to this sheet.

**Step 4:** Answer the following questions related to Marketing Mix and Core Marketing Standards.

1. Describe the marketing mix for the musician/group you researched:
   1. Product
   2. Distribution
   3. Price
   4. Promotion
2. Describe the core standards of marketing for the musician/group you researched:
   1. Distribution
   2. Marketing-Information Management (describe your demographics/target market too!)
   3. Pricing
   4. Product-Service Management
   5. Promotion
   6. Selling