Course Description
MUM2704 | Music Business 4 | 3.00 credits
This course provides hands-on experience with cross-platform software applications and online resources used within the Music Business environment. Students will create their own website for marketing their own Music Business enterprise. Prerequisite: MUM2703.

Course Competencies:
Competency 1: The student will demonstrate an understanding of current technologies used for audio delivery via online tools and other platforms by:
1. Identifying and explaining available technologies, including their purposes, system requirements, and limitations
2. Describing technical specifications of various formats for both creators and end users
3. Outlining procedures and requirements for licensing content

Competency 2: The student will demonstrate an understanding of key components and implementation strategies of a digital marketing plan for the entertainment industry by:
1. Creating a digital marketing plan to promote an entity
2. Describing methods for evaluating the effectiveness of digital marketing plans using relevant metrics and tools
3. Identifying practical approaches for the implementation of digital marketing plans

Competency 3: The student will demonstrate an understanding of digital portfolios and websites within the entertainment industry by:
1. Identifying available web hosting services and their suitability for entertainment professionals
2. Describing the range of features and associated benefits of various hosting platforms
3. Creating an entertainment industry website or other digital informational assets
4. Evaluating the functionality and effectiveness of an entertainment industry website or other digital information packages
5. Explaining how search engine optimization (SEO) strategies can be used to improve a website's visibility and ranking in search engine results

Learning Outcomes:
- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities