Course # / Title: MBU 3990.01 Radio Promotions
Course Credit Hours: 1 credit hour
   Semester: Spring 2010 1st 8 weeks
   Instructor: Charles Van Dyke (BBA Music Business)
               Abi Durham (BBA Music Business)
Instructor Contacts:
   Charles Van Dyke 615-944-7400, charleswvandyke@gmail.com
   Abi Durham 615-957-2076, abidurham83@gmail.com
Instructor Office Hours: By Appointment Only
   Class Location: MC 209B
   Meeting Time(s): Monday Nights, 6:30-8:30pm
   Final Exam: Monday, March 22, 6:30 PM

Course Description:
A study of the major areas of radio promotion as it relates to the music industry. The student receives an in-depth look at radio and records and how they interact with attention to its innovations, history and effects on the music industry.

Course Outcomes: At the end of this course, the student will be able to:

   ● Apply and interpret industry vocabulary (lingo)
   ● Compare different radio formats
   ● Properly analyze a radio chart
   ● Create a promotion plan and budget for the life of a single
   ● Demonstrate fundamental knowledge and basic skills of radio promotion
   ● Discuss the payola and how it effects radio promotion

Performance Tasks: During this course, the student will:

   ● Read and analyze a chart
   ● Recall and use necessary vocabulary
   ● Describe various formats and how they relate to the industry
   ● Predict future spins and chart positions for current singles
   ● Define the relationship with management
   ● Develop and practice interpersonal promotional techniques and skills
   ● Analyze sales, research and other tools to create a positive story
   ● Outline and budget a radio promotion tour
• Define legal and illegal practices of promoting a single
• Predict the future of radio promotion

Assessment Tools: During this course, outcomes mastery will be evaluated by:

• A mid-term and final exam
• Written and/or verbal defense of particular promotion situations
• Active participation in class discussion and assignments

Testing & Assignments:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit</th>
<th>Description/Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Midterm Exam</td>
<td>25%</td>
<td>Based on material to date, will assess the depth of the student's knowledge base of the topic. The test is composed of short answer essay questions.</td>
</tr>
<tr>
<td>2. Journals</td>
<td>25%</td>
<td>A compilation of journal entries that will demonstrate the student's assimilation of knowledge gained from research and lectures.</td>
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<tr>
<td>3. Responses</td>
<td>15%</td>
<td>Responses to be made on Blackboard by the student following guest speakers.</td>
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<tr>
<td>3. Final Exam</td>
<td>25%</td>
<td>A comprehensive test made up of short answer essay questions.</td>
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<tr>
<td>4. Participation</td>
<td>10%</td>
<td>Based on the student's class involvement.</td>
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</tbody>
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Course & Classroom Policies

Attendance & Participation: Class attendance follows university policy as stated in the current Undergraduate Bulletin. Class participation is expected; attendance and absence will be noted.
**Grade Evaluation Scale:** As per CEMB policy, the grade assignment scale for this course is:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent (GPA)</th>
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<tbody>
<tr>
<td>A</td>
<td>94 (4.0)</td>
</tr>
<tr>
<td>A-</td>
<td>90 (3.7)</td>
</tr>
<tr>
<td>B+</td>
<td>87 (3.3)</td>
</tr>
<tr>
<td>B</td>
<td>84 (3.0)</td>
</tr>
<tr>
<td>B-</td>
<td>80 (2.7)</td>
</tr>
<tr>
<td>C+</td>
<td>77 (2.3)</td>
</tr>
<tr>
<td>C</td>
<td>74 (2.0)</td>
</tr>
<tr>
<td>C-</td>
<td>70 (1.7)</td>
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</tbody>
</table>

*Final grades below 70% will not apply to the major.*

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent</th>
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<tbody>
<tr>
<td>D+</td>
<td>67</td>
</tr>
<tr>
<td>D</td>
<td>64</td>
</tr>
<tr>
<td>D-</td>
<td>60</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60</td>
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**Honor Code:** It is the responsibility of each student to abide by the Belmont University Honor Code. “In affirmation of the Belmont University Statement of Values, I pledge that I will not give or receive aid during examinations; I will not give or receive false or impermissible aid in course work, in the preparation of reports, or in any other type of work that is to be used by the instructor as the basis of my grade; I will not engage in any form of academic fraud. Furthermore, I will uphold my responsibility to see to it that others abide by the spirit and letter of this Honor Pledge.”

**Accommodation of Disabilities:** In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, Belmont University will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the university to provide reasonable accommodations of the disability during this course, please notify the Office of the Dean of Students located in Beaman Student Life Center (460-6407) as soon as possible.
Class Schedule:

Jan. 25  
*Introductory, ice breaker, syllabus, radio lingo, station & label hierarchy*

Feb. 1  
*Charts, journal assignments*

Feb. 8  
*Single plans, budgets, plan 3 singles*

Feb. 15  
*Radio focused discussion (important players, demographics, research, streaming, etc.), midterm review, radio guest*

Feb. 22  
*Midterm, chart editor*

Mar. 1  
*Go over midterm, label guests*

Mar. 16  
*Artist & manager guest, final review*

Mar. 22  
*Final*

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