

The Marketing Plan: Part One, Gathering Information

Any marketing plan begins with strong research. That research takes place in two distinct arenas. One arena concerns that which is known, and the other arena concerns that which is unknown. For that which is known, there are plenty of sources from which to draw information. These include journal articles, newspaper and magazine articles, business reports, industry reports, industry-related websites, documentaries, and a host of other sources. These sources will allow you to formulate an understanding of the current situation that exists for and within the music industry in today's environment.

- 1) Your first task is to collect as much information concerning what is known as possible. For that, each individual student will need to provide a list of ten potential sources for their marketing plan. You will need to collect at least one of each of the following—journal article, magazine article, newspaper article, book, and book chapter—as well as five other potential sources that come from different types of sources such as websites, documentaries, business reports, etc. You will compile your list as a reference sheet that includes the appropriate citation in APA citation format (for information on APA, please, see <https://owl.english.purdue.edu/owl/resource/560/08/> for additional details) and a brief, 3 or 4 sentence explanation as to why that source will be useful for understanding the current state of the music industry.

You will need to turn in the reference sheet no later than 9:00 AM on Wednesday, September 6th in the submission folder provided to you on Blazeview. You will also need to provide a copy of the document in PDF form if available or a link to the document/site/video. These can be uploaded to the same submission folder in Blazeview. The task is worth ten points. You will receive a single point for each source you provide as long as it is appropriately cited, summarized, and included with the reference sheet.

- 2) Your second task is to collect as much information concerning that which is unknown as possible. In this case, we don't know much about the current state of the music marketplace and, specifically, the music consuming public. You have been provided with a questionnaire that you will need to have people fill out for you. You will need at least ten completed questionnaires with three coming from your generation (ages 14 to 34), three from generation x (35 to 56), and three from the boomer generation (57 to 78). The tenth will be your own answers to the questionnaire.

I have provided you with the questionnaire. You will need to have this filled out and typed appropriately. There should be no names attached to any of the questionnaires. This will be turned in via Blazeview no later than 9:00 AM on Wednesday, September 13th. Each questionnaire that is fully filled out and completed will be worth one point. As always, if you have any additional questions, please do not hesitate to ask.