### **Week 8: The Business of Music**

**Activity 8: Create a Mock Music Business Plan**

**Objective:**Design a basic business plan for a music-related venture in the digital age.

**Instructions:**

1. Choose a music-related business idea (e.g., an independent record label, an online music streaming platform, a concert promotion company).
2. Create a business plan that includes:
   * A mission statement and vision for your business.
   * A description of your target audience and how your business will meet their needs.
   * A marketing and promotional strategy, considering digital platforms (e.g., social media, streaming services).
   * An explanation of how your business will make money (e.g., streaming revenue, merchandise sales, concert ticket sales).
3. Present your business plan in a 750-word document, or a 5-minute video summary of the plan (optional).
4. Submit your plan via the course portal by Sunday, March 25, 2028.

**Deadline:**

* Submit by Sunday, March 25, 2028.