

MUPD 200. INTRODUCTION TO MUSIC MARKETING.

Credits: 3

Offered by: Music Research (Schulich School of Music)

Terms offered: Winter 2026

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Description

Business models for monetizing music effectively in the digital era; music marketing fundamentals; music value chain; traditional and new marketing tools; publicity, advertising and promotion; the e-press kit; touring and merchandising; online distribution; social network marketing strategies; rebirth of video content; viral marketing; marketing for subscriptions, wireless; global perspectives.

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