

# Syllabus

Music Retail Products (MMP 280)

Summer, 2018

Online

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## Course Overview and Introduction

The purpose of this class is to help you prepare for a career in the music retail products industry.

## Learning Objectives

As a result of taking this course you should be able to:

- Research and describe unique features of products and the companies that make them
- Improve your prospects for taking a comprehensive examination covering products such as those sold by Sweetwater
- Be able to explain what the roles of people working in music retail products, and the skills necessary to do those jobs
- Write catalog copy for music products
- Create videos describing music products
- Explain what accounts for Sweetwater's continuing growth

## Structure

The course is divided into five modules. The schedule and material for each week is linked from the Course Materials section on Blackboard. The course moves quickly during the summer.

## SPECIFICATIONS GRADING

Your work will be evaluated using a system called Specifications Grading, developed by Linda Nilson. This system is designed to raise standards, and to give you more choice about what you do, and control over achieving the grade you want. All assignments are graded pass/no-credit. You must carefully follow all the specifications for an assignment in order to get credit for it. This seems unfair to some students, who are accustomed to turning in incomplete work and still passing a course. One of the reasons for holding you to a higher standard is that it will prepare you for the real world, where incomplete work is unacceptable.

We use a system of "Tokens" to accommodate your schedule, and to provide some relief from the strictness of the pass/no-credit system. You start out the semester with 3 Tokens, and you can use a Token to turn in an assignment late, or to re-do one that you didn't get credit for as a result of failing to meet the specifications. The deadline for all work is July 20<sup>th</sup>.

Your final grade will depend on how many modules you get CREDIT for:

5 modules = A

4 modules = B

3 modules = C

2 modules = D

0 or 1 modules = F

### Learner Support

Please understand that your email to me is one of the many messages I get every day. Allow up to 24 hours for a response, and do not expect action over the weekend. Let me know if you would like to schedule an online office hour via phone or Webex video.

A variety of support systems are available on campus and online. Look in the left column on Blackboard for the links to “Student Services” and the “Technology HelpDesk” for more information. Call the BSU Help Desk at (765-285-1517) if you need technical support.

### Required Materials

- Copy of Sweetwater ProGear catalog
- Supply of 3x5 cards

### Diversity

Ball State University aspires to be a university that attracts and retains a diverse faculty, staff and student body. We are committed to ensuring that all members of the campus community are welcome through our practice of valuing the various experiences and world views of those we serve. We promote a culture of respect and civil discourse as evident in our [Beneficence Pledge](#). For Bias Incident Response information, go to <http://cms.bsu.edu/campuslife/multiculturalcenter/bias-incident-reporting> or e-mail [mc2@bsu.edu](mailto:mc2@bsu.edu).

*Overview of Assignments on next page*

Overview of Assignments (see Blackboard for links, details, and updates)

Module	Week	Topic	Assignment
I May 14–27	1	Sweetwater	<p>Due by midnight on Monday, May 28th</p> <p>Write 1000 words on:</p> <ul style="list-style-type: none"> <li>types of jobs and what you have to offer</li> <li>the Sweetwater Difference</li> <li>exceeding expectations</li> <li>products you know the most and least about</li> <li>the organization of the Sweetwater Website</li> </ul>
	2	Defining jobs	
II May 28–June 17	3	Guitars	<p>Due by midnight on Monday, June 18th</p> <ul style="list-style-type: none"> <li>Create 50 questions on keyboards, keyboards, and drums &amp; percussion</li> <li>Make flash cards on words starting with the letters A-M in the Sweetwater Glossary</li> <li>Compose a blurb you think suitable for addition to the Sweetwater ProGear guide</li> </ul>
	4	Keyboards	
	5	Drums & Percussion	
III June 18–24	6	Gear Fest	<p>Due by midnight on Monday, June 25th</p> <p>Write a 500-word report on Gear Fest about:</p> <ul style="list-style-type: none"> <li>what you learned about Sweetwater</li> <li>which products you found most interesting</li> <li>a description of one of the vendors and unique features of some of their products that set them apart from other companies in the same category</li> </ul>
IV June 25–July 15	7	Microphones & Studio	<p>Due by midnight on Monday, July 16th</p> <ul style="list-style-type: none"> <li>Create 50 questions on microphones &amp; studio, computer recording, DJ, live sound, and accessories</li> <li>Make flash cards on words starting with the letters N-Z in the Sweetwater Glossary</li> <li>Create a video in the style of the Sweetwater Minute describing the features of a product</li> </ul>
	8	Computer Recording	
	9	DJ, Live Sound, and Accessories	
V July 16–20	10	Reflection	<p>Due by midnight on Friday, July 20th</p> <p>Write 500 words on:</p> <ul style="list-style-type: none"> <li>what helped you learn the most</li> <li>what the biggest challenge was, and how you addressed it</li> <li>what you have left to study, and a timeline for it</li> </ul>