

Syllabus

MMP280 - Music Retail Products

2 units

Online, Summer, 2017

Professor: Robert Willey

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Rationale

- Help prepare students for entering careers in the design, manufacture, and sale of music products.

Goals

- Understand the design and manufacture cycle, and some of its most important issues.
- Understand how to interpret specifications for common pieces of musical equipment, and why it's hard to compare them.
- Learn about some company histories, and be aware of their exclusive technologies.
- Be familiar with representative brands from the major categories of music retail, including stringed instruments, keyboards, percussion, transducers, studio, live sound, band and orchestra.

As a result of taking this class students will be able to:

- Match their skills and interests with opportunities at companies involved in manufacturing and sales that operate in Indiana and elsewhere in the United States.
- Explain basic concepts behind how select categories of equipment work.
- Explain features and benefits of the specific models presented in class.

Grading

Students will turn in a written report each week worth 10% of the semester grade.

Grading scale will be done on a 100-point scale:

90-100 = A
80-89 = B
70-79 = C
60-69 = D
< 60 = F

Schedule – See Blackboard for details

Week 1 - The Design and Manufacturing Process
Case Study: Alesis, Peavey, Klipsch

Week 2 - Stringed Instruments
Case Studies: Gibson, Fender, Martin, Ibanez

Week 3 – Transducers (Microphones, loudspeakers, pickups)
Case Studies: AKG, Shure, Crown, JBL

Week 4 – Percussion (Drums and cymbals)
Case Studies: Ludwig, Zildjian

Week 5 - Keyboards (pianos, synthesizers)
Case Studies: Steinway, E-Mu, Moog, Korg

Week 6 - Retail Sales
GearFest at Sweetwater June 23/24 (Ft. Wayne),
Case Studies: Guitar Center, Sweetwater Sound, Muncie Music

Week 7 - Studio
Case study: Auralex, Mackie, API, SSL, Neve, Avid

Week 8 - Live Sound
Case study: PreSonus, Soundcraft, Midas

Week 9 - Band and Orchestra
NAMM Show (Nashville): National Association of Music Manufacturers,
July 14/15
Case Study - Conn-Selmer

Week 10
Final project

References

- The Sweetwater ProGear Guide.
- Sweetwater's website, including their Glossary and Sweetwater Minute videos.
- NAMM Library, including *Playback* magazine.