



Lesson: Go To Market

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Resources: Nimbit Account

NAfME Standards:

7. Evaluating music and music performances.
8. Understanding relationships between music, the other arts, and disciplines outside the arts.
9. Understanding music in relation to history and culture.

Objectives: Students will learn to collaborate while marketing the music of their classmates.

Procedure:

1. Discuss the principles of marketing. Divide students into groups and have each group select a collection of songs created in class to market.
2. Have each group try a different marketing strategy, with their own art designs, variations in level of discount, product combinations, and follow up offers.
3. Using the Nimbit account, upload all the songs to a single album and set up a promo by going to the Marketing tab, selecting product promotions, and then "Create a New Promotion". Select the product in the store and discount. Student can also make a video to promote the product.
4. Select a small email list to send out the promo. This can be a school list, parents, and another section of the music technology class. This project will be assessed based on how many people take advantage of the promo.
5. Have each group report out with their statistics on the promo.