



Lesson: The Whole Shebang

Author: John Mlynczak

Resources: AudioBox Music Creation Suite

NAfME Standards:

3. Improvising melodies, variations, and accompaniments.
4. Composing and arranging music within specified guidelines.
7. Evaluating music and music performances.
8. Understanding the relationship between music, the other arts, and disciplines outside the arts.
9. Understanding music in relation to history and culture.

Objectives: Students will learn to organize a musical event, including: Composing and recording music, marketing and promotion of artists, and planning of live event.

Procedure:

1. Discuss previous marketing lessons and sales data.
2. Create an event plan including: Date, time, location, performing artists, marketing, merchandising, logistics and budget.
3. Create student groups for each of the following:
 - Performing artists-Student who will perform and record tracks for promotions
 - Artist management- Manage artist timelines, marking, and promotion
 - Marketing- Team in charge of all marking and promo including setting up the Nimbit page
 - Event Coordinators- Team in charge of the event location and logistics.
4. Outline a timeline and a marketing strategy and get necessary approvals.

*This is a major project and requires the entire class to participate. This lesson should only be used at the culmination of all other modules.