



UNIVERSITY OF CALGARY
FACULTY OF ARTS
SCHOOL OF CREATIVE AND PERFORMING ARTS
MUSI 306.14 Music Marketing in Social Media
Summer 2023

Instructor Office Email Office Hours	Dr. Bahar Gjuka N/A bahar.bingol1@ucalgary.ca Office hours (through Zoom) on Thursdays between 1:00- 3:45 pm., by appointment.
Day(s),time(s) and location of Class	Online. This is an asynchronous course: there are no scheduled meeting times.
Learning resources: required readings, textbooks and materials	There is no required text for this course.
Learning Technologies and Requirements	There is a D2L site for this course which contains required readings and other relevant class resources and materials (see d2L.ucalgary.ca). In order to successfully engage in their learning experiences at the University of Calgary, students taking online, remote and blended courses are required to have reliable access to the following technology: <ul style="list-style-type: none"> • A computer with a supported operating system, as well as the latest security, and malware updates; • A current and updated web browser; • Webcam (built-in or external); • Microphone and speaker (built-in or external) or headset with microphone; • Current antivirus and/or firewall software enabled; • Broadband internet connection. Most current laptops will have a built-in webcam, speaker and microphone.
Prerequisites	There are no prerequisites for this course.
Course description	This course is designed to develop social media and marketing skills, to help create job opportunities for artists/musicians. Students attending this course will examine the work of a number of musicians involved in popular culture, and social media. Through this study, they will develop an understanding of the importance of having an online presence, using social media for career goals, engaging positively with fans/audiences/possible customers. They will also learn the basics of audio/visual recording. This could include simple technology such as smart phones but will also cover more advanced sound recording software such as Logic Pro and iMovie for video editing. As this course has no prerequisite, the material taught is interdisciplinary and accessible to students with no musical training or coursework.

<p>Course learning outcomes</p>	<p>By the completion of this course, successful students will be able to:</p> <ol style="list-style-type: none"> 1. Analyze successful social media presence and plan a road map for their own website and social media accounts 2. Communicate effectively about their music, and career goals 3. Create an appealing social media presence, 4. Build skills in editing sound and video recording 5. Understand networking and reaching out to broader audiences
<p>Course schedule</p>	<p>This is an asynchronous course: it will not have any scheduled online meeting times. The students will complete three projects. All content will be presented by the instructor in the form of video, audio, readings, etc. will be posted, linked-to or listed on D2L in seven modules, which students will be able to access on their own time. For each module, students will also be able to participate in online discussions.</p> <p>Module 1: June 26 – July 1: Introduction and Materials Essentials of building a website</p> <p>Module 2: July 2– July 9: Social Media Engagement Terminology, and Timeline of Posting, Planning, Scheduling</p> <p>Module 3: July 10 – July 16: Time Management, and Mental Health 14 July, Project 1: Analyze an Online Persona</p> <p>Module 4: July 16 – July 23: Online Networking and Marketing</p> <p>Module 5: July 24 – July 30: Basics of Sound recording and editing (Using Logic Pro X)</p> <p>24 July – Project 2 (Social media engagement plan)</p> <p>Module 6: July 31– August 6: Elements of Video recording and editing/ Module 7: August 7- August 11: Public speaking, In-person Networking 3 August- Final Exam/ Presentation/Performances</p>
<p>Assessment components</p>	<p><u>Project 1: Analyze an Online Persona</u> Value: 30% Due Date: 14 July 2023 Type: Recorded Presentation Details: Will include the analysis and presentation of a successful online persona. Assignments will be uploaded to the D2L till the due date and will be accessible to all the students on this course.</p> <p><u>Project 2: Social Media Engagement Plan</u> Value: 30% Due Date: 24 July 2023 Type: Written Assignment with Recorded Presentation Description: The students will be required to plan a four-weeks social media activity timeline. Detailed descriptions of projects can be found in the Assignments space on Desire2Learn. Projects will be uploaded to the D2L till the due date and will be accessible to anyone on this course.</p> <p><u>Final Project</u> Value: 40% Due Date: 3 August 2023 Length: 120 minutes, (The students will book their presentation time in advance of the due date)</p>

	<p>Details: The students are required to attend the Zoom session on August 3 to present their work. The Final Project will include template for webpage, and one social media account (Facebook, Instagram, TikTok, LinkedIn, Twitter, YouTube, etc.) and 1 video/sound recording (edited), presented to the entire class on Zoom.</p>																																										
Assessment expectations	<p><u>Expectations for Writing:</u> Writing skills are important to academic study across all disciplines. Consequently, instructors may use their assessment of writing quality as a factor in the evaluation of student work. Please refer to the Undergraduate Calendar E.2 Writing Across the Curriculum policy for details.</p> <p><u>Guidelines for Formatting Assignments</u> Formatting will be taken into consideration in the grading of written assignments. Details on formatting expectations can be found on D2L.</p> <p><u>Guidelines for Submitting Assignments</u> Assignments must be submitted electronically to a dedicated drop box folder on D2L.</p> <p><u>Late Assignments</u> It is expected that all assignments be submitted on time. Assignments submitted late will be assessed a penalty of one letter grade (i.e. A to B), plus an additional letter grade penalty for every additional week late.</p> <p><u>Criteria That Must Be Met to Pass</u> To pass this course, students must achieve a minimum final weighted average of 50%.</p>																																										
Grading scale	<p>For the course as a whole, letter grades should be understood as follows:</p> <table border="1" data-bbox="505 1108 1502 1921"> <thead> <tr> <th>Grade</th> <th>Grade Point Value</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>A+</td> <td>4.00</td> <td>Outstanding performance</td> </tr> <tr> <td>A</td> <td>4.00</td> <td>Excellent performance</td> </tr> <tr> <td>A-</td> <td>3.70</td> <td>Approaching excellent performance</td> </tr> <tr> <td>B+</td> <td>3.30</td> <td>Exceeding good performance</td> </tr> <tr> <td>B</td> <td>3.00</td> <td>Good performance</td> </tr> <tr> <td>B-</td> <td>2.70</td> <td>Approaching good performance</td> </tr> <tr> <td>C+</td> <td>2.30</td> <td>Exceeding satisfactory performance</td> </tr> <tr> <td>C</td> <td>2.00</td> <td>Satisfactory performance</td> </tr> <tr> <td>C-</td> <td>1.70</td> <td>Approaching satisfactory performance.</td> </tr> <tr> <td>*D+</td> <td>1.30</td> <td>Marginal pass. Insufficient preparation for subsequent courses in the same subject</td> </tr> <tr> <td>*D</td> <td>1.00</td> <td>Minimal Pass. Insufficient preparation for subsequent courses in the same subject</td> </tr> <tr> <td>F</td> <td>0.00</td> <td>Failure. Did not meet course requirements. Several Faculties utilize an F grade that does not carry weight in calculating the grade point average. This will be noted in the calendar description as "Not Included in GPA" where applicable.</td> </tr> <tr> <td>**I</td> <td>0.00</td> <td>Incomplete. Sufficient work has not been submitted for evaluation, unable to adequately assess. May also be used when a final exam is not submitted.</td> </tr> </tbody> </table>	Grade	Grade Point Value	Description	A+	4.00	Outstanding performance	A	4.00	Excellent performance	A-	3.70	Approaching excellent performance	B+	3.30	Exceeding good performance	B	3.00	Good performance	B-	2.70	Approaching good performance	C+	2.30	Exceeding satisfactory performance	C	2.00	Satisfactory performance	C-	1.70	Approaching satisfactory performance.	*D+	1.30	Marginal pass. Insufficient preparation for subsequent courses in the same subject	*D	1.00	Minimal Pass. Insufficient preparation for subsequent courses in the same subject	F	0.00	Failure. Did not meet course requirements. Several Faculties utilize an F grade that does not carry weight in calculating the grade point average. This will be noted in the calendar description as "Not Included in GPA" where applicable.	**I	0.00	Incomplete. Sufficient work has not been submitted for evaluation, unable to adequately assess. May also be used when a final exam is not submitted.
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	CR	Completed Requirements. Carries no weight in calculating the grade point average. This will be noted in the calendar description as "Not Included in GPA" where applicable																								
	RM	Remedial Work Required. Utilized by the Cumming School of Medicine (MD program). Carries no weight in calculating the grade point average. This will be noted in the calendar description as "Not Included in GPA" where applicable.																								
	<p>Notes:</p> <ul style="list-style-type: none"> • A grade of "C-" or below may not be sufficient for promotion or graduation, see specific faculty regulations. • The number of "D" and "D+" grades acceptable for credit is subject to specific undergraduate faculty promotional policy. <p><u>Percentage Conversion Scale</u></p> <table border="0"> <tr> <td>A+</td><td>98%–100%</td> <td>B+</td><td>84%–88%</td> <td>C+</td><td>72%–76%</td> <td>D+</td><td>60%–64%</td> </tr> <tr> <td>A</td><td>92%–98%</td> <td>B</td><td>80%–84%</td> <td>C</td><td>68%–72%</td> <td>D</td><td>50%–60%</td> </tr> <tr> <td>A-</td><td>88%–92%</td> <td>B-</td><td>76%–80%</td> <td>C-</td><td>64%–68%</td> <td>F</td><td>0%–50%</td> </tr> </table> <p>Final grades will be based on the numerical weighted average of grade scores earned throughout the course. Grade reweighting, papers in lieu of exams, and assignments for extra credit will not be permitted.</p>		A+	98%–100%	B+	84%–88%	C+	72%–76%	D+	60%–64%	A	92%–98%	B	80%–84%	C	68%–72%	D	50%–60%	A-	88%–92%	B-	76%–80%	C-	64%–68%	F	0%–50%
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Guidelines for Zoom Sessions	<p>Zoom is a video conferencing program that will allow us to meet at specific times for a "live" video conference, so that we can have the opportunity to meet each other virtually and discuss relevant course topics as a learning community.</p> <p>To help ensure Zoom sessions are private, do not share the Zoom link or password with others, or on any social media platforms. Zoom links and passwords are only intended for students registered in the course. Zoom recordings and materials presented in Zoom, including any teaching materials, must not be shared, distributed or published without the instructor's permission.</p> <p>The use of video conferencing programs relies on participants to act ethically, honestly and with integrity; and in accordance with the principles of fairness, good faith, and respect (as per the Code of Conduct). When entering Zoom or other video conferencing sessions (such as MS Teams), you play a role in helping create an effective, safe and respectful learning environment. Please be mindful of how your behaviour in these sessions may affect others. Participants are required to use names officially associated with their UCID (legal or preferred names listed in the Student Centre) when engaging in these activities. Instructors/moderators can remove those whose names do not appear on class rosters. Non-compliance may be investigated under relevant University of Calgary conduct policies (e.g Student Non-Academic Misconduct Policy). If participants have difficulties complying with this requirement, they should email the instructor of the class explaining why, so the instructor may consider whether to grant an exception, and on what terms. For more information on how to get the most out of your zoom sessions visit: https://elearn.ucalgary.ca/guidelines-for-zoom/.</p> <p>If you are unable to attend a Zoom session, please contact your instructor to arrange an alternative activity for the missed session (e.g., to review a recorded session). Please be prepared, as best as you are able, to join class in a quiet space that will allow you to be fully present and engaged in Zoom sessions. Students will be advised by their instructor when they are expected to turn on their webcam (for group work, presentations, etc.).</p> <p>The instructor may record online Zoom class sessions for the purposes of supporting student learning in this class – such as making the recording available for review of the session or for students who miss a session. Students will be advised before the instructor</p>																									

	<p>initiates a recording of a Zoom session. These recordings will be used to support student learning only and will not be shared or used for any other purpose.</p>
Academic Accommodation	<p>It is the student's responsibility to request academic accommodations according to the University policies and procedures listed below. The Student Accommodations policy is available at https://ucalgary.ca/student-services/access/prospective-students/academic-accommodations.</p> <p>Students needing an accommodation based on disability or medical concerns should contact Student Accessibility Services (SAS) in accordance with the Procedure for Accommodations for Students with Disabilities (https://www.ucalgary.ca/legal-services/sites/default/files/teams/1/Policies-Accommodation-for-Students-with-Disabilities-Procedure.pdf).</p> <p>Students who require an accommodation in relation to their coursework or to fulfill requirements for a graduate degree, based on a Protected Ground other than Disability should communicate this need in writing to their Instructor.</p> <p>SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.</p>
Academic integrity, plagiarism	<p>Academic Misconduct refers to student behavior which compromises proper assessment of a student's academic activities and includes: cheating; fabrication; falsification; plagiarism; unauthorized assistance; failure to comply with an instructor's expectations regarding conduct required of students completing academic assessments in their courses; and failure to comply with exam regulations applied by the Registrar.</p> <p>For information on the Student Academic Misconduct Policy and Procedure please visit: https://www.ucalgary.ca/legal-services/sites/default/files/teams/1/Policies-Student-Academic-Misconduct-Policy.pdf and https://www.ucalgary.ca/legal-services/sites/default/files/teams/1/Policies-Student-Academic-Misconduct-Procedure.pdf. Additional information is available on the Academic Integrity Website at https://ucalgary.ca/student-services/student-success/learning/academic-integrity.</p>
Internet and electronic communication device	<p>The use of laptop and mobile devices is acceptable when used in a manner appropriate to the course and classroom activities. Please refrain from accessing websites and resources that may be distracting to you or for other learners during class time. Students are responsible for being aware of the University's Internet and email use policy, which can be found at https://www.ucalgary.ca/legal-services/sites/default/files/teams/1/Policies-Acceptable-Use-of-Electronic-Resources-and-Information-Policy.pdf.</p>
Intellectual Property	<p>Course materials created by instructors (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the course at the same time may be allowed under fair dealing.</p>
Copyright	<p>All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (https://www.ucalgary.ca/legal-services/sites/default/files/teams/1/Policies-Acceptable-Use-of-Material-Protected-by-Copyright-Policy.pdf) and requirements of the copyright act (https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html) to ensure they are aware of the consequences of unauthorised sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy https://www.ucalgary.ca/pubs/calendar/current/k.html.</p>
Freedom of Information and Protection of Privacy	<p>Student information will be collected in accordance with typical (or usual) classroom practice. Students' assignments will be accessible only by the authorized course faculty. Private information related to the individual student is treated with the utmost regard by the faculty at the University of Calgary.</p>

Student Support	Please visit this link for important information on UCalgary's student wellness and safety resources: https://www.ucalgary.ca/registrar/registration/course-outlines
Arts Students' Centre Program Advising:	Have a question but not sure where to start? The Arts Students' Centre is your information resource for everything in the Faculty of Arts. Call us at 403-220-3580 or email us at ascarts@ucalgary.ca . You can also visit the Faculty of Arts website at http://arts.ucalgary.ca/undergraduate which has detailed information on common academic concerns.
Faculty of Graduate Studies:	For graduate studies email: graduate@ucalgary.ca or call 403 220 4938. Visit the Faculty of Graduate Studies for more details: https://grad.ucalgary.ca/