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CIMBE Marketing Intern Reflection Paper

This semester, I completed my practicum working at the Crane Institute for Music Business and Entrepreneurship as the Marketing Assistant. Still not exactly sure of what I would like to do after college, I figured I should probably try my hand at whatever I get the opportunity to and just see how it goes. When Marc mentioned these practicums that were going to be available, I figured these would be the perfect opportunity for me to try my hand at something I was unfamiliar with. After reading through the various positions and their responsibilities, I figured I would be a good fit for the Marketing Assistant position being organized, personable, and comfortable in unfamiliar positions. I was not exactly sure of what this position would really entail and still am unsure of if I really got a full-on “marketing experience,” but I’ll discuss that more in detail later.

From what I know of and have read of marketing, it involves lots of promotion, advertising, and social media. Not to my surprise, I actually did not do much of this. Seeing as CIMBE does not have its own social media accounts and we do not have control of the school wide ones, there was not much in terms of social media that I could do. Unfortunately, I feel this great limited my marketing experience, seeing as this usually plays a very large role in a position

such as this. However, I understand that there was nothing that could be done about this and that it simply is what it is. Obviously there was not anything for me to do in terms of advertising because that would require us to have some kind of budget and things to advertise for which there was not really much of. Promotion, on the other hand, is something I got a decent amount of experience with.

The main events that occurred during my practicum were the Professional Development Day and the Research Workshop. For both of these, I was in charge of creating the posters that would be placed around campus. I tried to make it visually appealing, engaging to a student reader, and still professional and informative. I think this is one area that I did particularly well in and wish that I could have spent more time with (a.k.a. that we had more events for me to make posters for). However, one thing that I unfortunately did not get much control over in terms of promotion, was promoting things over e-mail. When it came to this task, it was either Marc or the dean who took the reins to send out school wide or department wide emails. I would have liked to have gotten more experience with communicating and promoting over email, especially considering I think it could have increased attendance at these events if it was not just one of the many emails that we get from the dean about some event that

we feel does not apply to us. Receiving it from a fellow student and hearing it from the perspective of a student who is excited rather than a professor who is sending it because they have to, I think, would have been quite more enticing. Hopefully next semester I can get more experience in this area.

Earlier I mentioned the Professional Development Day and the Research Workshop. Similar to the Sandy Feldstein Round Table, these were the two events that CIMBE put on for students to attend. I was beyond disappointed in the number of students who decided not to attend the Professional Development Day! This session would not only have been useful for any major, but more specifically music majors and even more specifically music business majors! Skills such as networking, building a strong LinkedIn profile, coming up with an elevator pitch, and coming up with a project proposal were all addressed. These are all skills that could have strengthened anyone's chances of getting a job after college. Not to mention there were faculty and staff at this event that normally are not in Crane, so this was also a great opportunity to network! I reached out to and kept in touch with numerous people who presented from that day and have received useful advice about my resume, searching for jobs, writing a cover letter, and just surviving in general in the business world. I am assuming the small numbers were largely due to the fact that it was the first time

we have ever hosted a Professional Development Day and students may not have known what to expect. I also think it might have been more useful to have guest speakers from off campus come in to give talks. Such a special and unique opportunity may have been a much larger draw to students. Still, students need to learn to take advantage of opportunities like these and come to the realization that jobs are not just going to be handed to them after college.

The turn-out for the research workshop was better, but only because it was made mandatory for all Music Business majors and minors. This one, I would have understood less students coming to because it is specifically geared towards people who wish to do research of one sort or another. Still, many jobs will require you to do something that incorporates some aspect of research and having a better idea of how to go about doing that would be very beneficial. You also might have thought that students being given the chance to be in a TEDx talk would have drawn a decent sized crowd, but, alas, it did not. Such an opportunity would be a huge resume booster if nothing else and a once in a lifetime opportunity for most. However, I guess people are not as in to TED talks as I am. Then there is also the fact that the topics for the talk had to incorporate both technology and music and, unless you already had ideas and something drafted up, it would have been very hard to have a semi-final product

ready. Luckily, I am still going to be able to put the TEDx on my resume. The TEDx was by far one of the biggest factors that went into me applying for this practicum. Marc mentioned to me ahead of time that he was planning on putting on a TEDx and that he would need student assistants so I told him to keep me in mind and in the loop and he did.

Having seen more than my fair share of TEDx and TED talks, I got extremely excited when Marc gave me the news that he was planning on putting one on. If the TEDx is a success, being able to say that I played a fairly large role in the production and success of SUNY Potsdam's first TEDx talk would be a fantastic opportunity that could set me apart from most applicants. Luckily, since the TEDx needs to have its own website, I will probably have more opportunities to work with online promotion. I am also very excited to see who we bring in for guest speakers for the event. That will be another great opportunity to network with people from outside of Crane.

To try to increase student involvement in the TED talk, I thought it would be a great idea to have a poster design contest for the TEDxSUNYPotsdam poster. However, when nobody sent in submissions (not even the graphic design students), I took it upon myself to learn even more photoshopping skills and make my own. Considering I am completely self-taught, I think my poster is of

a very high caliber and will definitely help to draw in students and faculty. I also plan to incorporate some of the designs into the social media page, the name tags for the event itself, and the stage design. This uniformity will portray how much time is going into this and that it is something that is to be held to a high standard. I have also reached out to numerous faculty to try to obtain an opportunity to speak to their classes about possibly presenting in the TEDx, however, I received no response from any of the professors I contacted. I am considering reaching out to them again, but there is only so much I can do on my end. If the teachers and students are not interested, it does not matter how much I barrage them with requests to submit proposals. Still, we are trying to make this TEDx event as big and involved as possible.

Branching off of big and involved events like the TEDx, I am currently working on a proposal for a project of my own. Originally the idea was to promote the works of lesser known composers by having our ensembles perform their works and then recording the works and sending them to the composers. However, after talking with some of the faculty here on campus, I have been persuaded to turn this proposal into a proposal for a festival of new music. Although one of the original draws of the project was the small amount of effort that would be required which is clearly no longer present in a music

festival, the benefits that could arise from a large annual or semi-annual festival have the potential to affect more people and have an overall larger effect than the original idea. Seeing as Marc has worked in the past on putting on music festivals, once I solidify the project and ideas a little more, I think he will be a great asset to the project and will increase my chances of success with the project tenfold. This festival could focus on the incorporation of non-standard instrumentation and other art forms into a composition to help it stand out from others and to help increase interdisciplinary activity on campus. However, this kind of event would take lots of planning and even more effort (and money) to have an impactful effect.

However, this is not the only personal project that I have started to develop as a result of this internship. As all of us here in the music department know, the department has been working hard to expand our program and increase admissions to the school and our program in particular. For a long time now, I have been looking for a way to combine my degrees, mathematics and music business, in a meaningful and impactful way. While talking with one of my math professors about possible independent research projects that I could engage in as an undergraduate math student, I finally came up with something. The discussion with my professor basically culminated in the idea that the only

option for me as an undergraduate student is something in the realm of data analysis. Luckily for me, this is a realm I was already strongly considering going into. I then decided that I would try to apply data analysis to the admissions data of not only Crane, but SUNY Potsdam, our specific department, and other music schools that offer a degree in Music Business. The idea is to use this information to figure out where other music business schools get their students from, how we can more efficiently advertise our program and overall grow the program. Unfortunately for me, as of right now, I know very little about data analysis and there are not many courses offered here at SUNY Potsdam to help me learn about it. However, I have been in contact with professors at St. Lawrence University who teach in the Mathematics and Statistics department about cross registering for courses and about the various things that I can do to learn more about this field on my own. Using this information, I will hopefully be able to create some sort of independent research project in the next year or two to help increase admission to the program.

As of now, those are the major projects I have on my mind for the future, however, there is one idea I had that is already being put into motion. This semester, in addition to this practicum, I am taking Legal Aspects of the Music Business with Stephen Button. As I have already mentioned numerous times


throughout this paper, the department is currently working to grow our program and increase admissions. As a program grows, it makes sense that the number of courses offered within the program grows as well. I knew from previous conversations with people within the department that Marc was looking to increase the number of electives that we offer for music business. I had also heard that there were a few students currently in the program who are considering going to law school after graduating from Crane. I then thought “why do we not offer another course in the legal side of the music business” However, the major motive for this idea actually came from my experience in the course Legal Aspects of Music Business.

The course is offered at 6 p.m. on a Thursday night because Professor Button works full time as an attorney and teaches the course on the side. In case you did not know, the number of college students who wants to be in a course at 6 p.m. is at most -3 (yes, that is a negative number). All our other courses have finished hours ago, we are already out of rehearsals, and we just want to get the heck out of Crane for the day. Then add on the fact that the course meets for two and a half hours and you get a prospective enjoyment that is nonexistent for a course at this time and of this length. But here is the catch, that is not the case at all. Although the course is extremely challenging academically, everyone who is

in the course loves it. I know that I personally even look forward to the class every week! The topics are fascinating and professor Button's teaching methods are beyond superb. After talking with professor Button, I was informed that he greatly enjoys teaching the course and would be more than willing to teach another course or even two more courses diving deeper into the materials. I then brought the idea of a second Legal Aspects of Music Business course by Marc and he told me that I need to see what the interest would be in such a course, if professor Button would be willing to make a curriculum, and how we should go about implementation of the course. Almost the entire Legal Aspects of Music Business class expressed interest and that is just the current class. Nothing is official as of now, but Marc, professor Button, and I are currently discussing what would need to be done to hopefully offer this course this upcoming spring semester. However, project development is not the only skill this practicum has taught me.

I have always considered myself to be a tech savvy person, but it has been limited to the programs that I have had experience with or that I use on a regular basis. Although there have been numerous skills that I have developed during my time in this position, I think the one that has grown the most and made the largest impact is my knowledge of the Adobe Creative Suite. The Adobe

Creative Suite is the industry standard for graphic design, video editing, and web design... basically a marketer's best friend. My posters went from looking like this



Professional Development For The Arts!

February 24
PROFESSIONAL DEVELOPMENT DAY

10:00 a.m. – 6:00 p.m.
Break 1:00 – 2:00 p.m.

Seminars by:

- CRANE Professors
- SUNY Potsdam Professors
- Career Center
- Madstop Records
- CRANE Students

With so much competition, how do you stand out?

- What should I put on my resume?
- Does a business resume look the same as a performance resume?
- How do I market myself as a freelance musician?
- How should I promote myself?

These questions and many more can be answered at Crane's first Professional Development Day!

Not in Crane? Not a problem! This event is open to anyone who is interested, just make sure to request an Enrolment Form using the e-mail below.

Join us for a day of short sessions that are designed to help you and your professional career, from First Aid in Self-promotion to managing your band finances!
All sessions are open to all, simply pick and choose from the buffet offering – watch out for the Enrolment Form coming to all Crane students, or request it via cimbe@potsdam.edu

Organized by the CRANE Institute for Music Business and Entrepreneurship

to looking like this!



This was no easy task and required a large amount of research and personal interest in graphic design, but an enticing poster can be the difference between 10 people showing up for your event and 100 people showing up. Now this is just my work in Adobe Photoshop. I have also learned a little about Adobe Illustrator when working on the new CIMBE logo that I designed.



I also plan on learning about InDesign and the features it offers in regards to online publishing. This I think is something that could become extremely valuable when creating the CIMBE newsletter, if it ever actually gets created.

One of the responsibilities of mine for the semester that was pushed to the side due to lack of a clear goal, direction, and portrayal of importance, was the CIMBE newsletter, *The Business Lyric*. However, it was unclear whether the newsletter was going to be sent out by email or by mail, where we would obtain a constant stream of content for the newsletter, and what the goal of the newsletter was. Typically, a newsletter is to inform others about what is currently occurring within the organization and possibly what the plans for the future are. However, Marc wished for the newsletter to provide people with unique and valuable information that they could not receive anywhere else rather than just an update on Crane. While this is a fantastic idea and one that would surely make Crane that much more appealing, I do not think it was a realistic goal. It was difficult to obtain enough information about what was occurring within the department to fill a sheet, let alone obtaining valuable

information that could be offered to companies. Combined that with the fact that I have no prior experience in marketing and received little to no guidance from the other interns and Marc regarding content sources and article ideas, it quickly fell to the back burner after I created a draft for the first edition which never went out. I think that this something that could potentially be a great thing, but unless there is more guidance on the specifics of creating a newsletter, I do not think it is something that can be realistically expected of a student with no prior experience and no training.

This upcoming semester I also plan on talking with Marc about the possibility of increasing the number of guests we bring in as a department. One of my favorite things about Music Business I was the number of guests that were brought in. I believe that is something that there has not been as much of since Marc has taken over. I think more guest speakers and more opportunities in the realm of conferences and possible trips like NAMM. Obviously we will probably not be able to do anything else as big as NAMM, but chances are we could probably organize a weekend trip to NYC or to a recording studio so that people who interested in fields other than music products also have the opportunity to see what their field is like. An opportunity like this could also

lead to increased networking for them and increase our business department's relationships and reputation outside of the realm of music products.

I am looking forward to what I can accomplish this upcoming semester when we actually do the TEDx and hopefully when I start doing some research in the field of data analytics for the department. I am also excited to see how much more I can learn. This past semester I have learned so much in regards to how to advertise/market an event, how to use various computer programs, and how to go about communicating with various other people and departments on campus. Unfortunately, a lot of the other departments on campus have not been responsive to our department reaching out. Even with the TEDx this upcoming semester, the other departments have been unresponsive to our attempts to increase interdepartmental cooperation. Still, we will continue our attempts and increase our campus presence with various events.