

Music Marketing Press Promotion Distribution And Retail

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capture and retain your media audience

includes index

bachelor thesis from the year 2009 in the subject musicology miscellaneous grade 1 8 university of applied sciences bremen language english abstract five years before starting my studies at the university of applied sciences bremen i absolved an apprenticeship at warner music germany one of the leading major music labels during these 2 1 2 years i gained a thorough insight of the various departments a record label has to offer such as tv radio and press promotion a r as well as licensing and retail i continued working for warner music after graduation and put my gained knowledge to good use my interest for music and the music industry in general didn t end when i chose to study applied business languages emphasis japanese and international management in bremen and during my yearlong stay in japan i couldn t help but notice the abundance of pop music made in japan and some peculiar differences on how music seemed to be promoted why shouldn t there be differences anyway japan is unlike the rest of the world in so many ways why shouldn t this be the case for the music business this train of thought led to the subject of this bachelor thesis in order to compare the promotion tools of both markets it is important to gain an overview of both music industries first chapter three defines the current status as well as some of the characteristics of the japanese and german music market chapter four takes a closer look at the marketing mix and presents the most important promotion methods used in japan while comparing these to the german market such as testimonials and the tie in system it also gives examples of new ways of advertising both in japan and germany the next chapter deals with the empiric research conducted for this thesis in order to support and or disprove the claims and observations made in the previous chapters possible reasons for the differences between theory and practice are presented as well last but not least chapter six sums up all important information about the differences and similarities in a nutshell

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bachelor thesis from the year 2014 in the subject business economics offline marketing and online marketing grade 95 language english abstract companies try constantly to extend their markets by attracting different target customers and increasing their brand awareness the present study investigates how and why endorsing their products by athletes is an always more extensively and popular tool in the companies marketing mix michael jordan a retired american basketball star who has gained lots of media attention has endorsed numerous products especially his endorsement contract with nike has become an excellent case study for the current trend of athlete endorsement in the international market the results of this case study provide insights into factors that may influence the success of athlete endorsement as a company s marketing strategy

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posts how to create and publish messages that contain discoverable and motivational content chapter 7 marketing campaigns 20 successful pre launch marketing campaigns and how to do them appendix 1 book pre launch marketing resources including sample plans templates and other media items along with instructions and sample materials appendix 2 book pre launch marketing guides for key types of promotion projects such as book cover design contests buyer reader journey interviews book sponsorships and 20 others appendix 3 book pre launch marketing tips 30 success tactics and proven processes along with steps and sample templates appendix 4 book pre launch marketing checklist a sample one page sheet that contains 60 key steps for book pre launch marketing appendix 5 book marketing media contributions how to submit successful tips resources and other media to update this book and its companion course appendix 6 book marketing directory 60 lists of resources tools and services that help book launch marketing

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this handbook provides a detailed guide to marketing and management in tourism in the 1990s this second edition features 100 contributions from international authorities on the subject new chapters reflecting the issues of increasing importance in tourism greater emphasis on management and internationally applicable topics and major revisions of all existing chapters the contents have been reorganized by subject area for convenience designed to provide a user friendly reference the topics covered include cost benefit analysis hotel marketing international tourism trends financial analysis and planning quality management and pricing and promotional strategy this edition shows the application of marketing and management techniques within the tourism industry and is appropriate for use in tourism businesses of any size

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