

Secondary 15

Think Like a Retailer

Dr. Sarah Gulish

Grade Level/Class

Lower Secondary Grades
45 Minute Music Class

Overall Theme

How do retailers play an important role in providing instruments and helping to create and support more music makers?

Essential Questions

1. What role do retailers play in the distribution of and access to instruments?
2. How did popular music affect instrument retailers throughout music history?

National Standards

MU:Cn11.1.6-8: Demonstrate understanding of relationships between music and the other arts, other disciplines, varied contexts, and daily life

Student Learning Outcomes

By the end of this lesson, students will be able to:

1. Identify the impact of music history on instrument retailers.
2. Design their own music retail store based on current popular music.

Materials Needed

1. S15 Presentation
2. S15 Worksheet
3. Writing Utensil
4. [Stories PDF](#)
5. Writing Utensil
6. Student computer with Google Slides/PowerPoint

Procedures

Lesson Introduction (10 Min):

- Teacher (T) invites Students (S) to brainstorm popular innovators and company owners (Jeff Bezos = Amazon, Steve Jobs = Apple, Mark Zuckerberg = Meta).
- T will write the list on the board.

- After the list is complete, T will pose the question to students: *“Why do you think these innovators created their companies?”*
- T will explain that though these innovations and businesses are different, the common ground is a passion for the product and/or service. Just like these products, instrument retailers are the same. They have a passion for the products and services they provide to musicians. Today they will be further examining this aspect of the music industry and how it has evolved over the years.

Lesson Activity (30 Min):

- T will divide S into groups of four.
- Each group will be assigned an oral history to explore the following companies:
 - Sweetwater
 - Reverb
 - Falcetti Music
- S will collaborate to watch their assigned retailer and answer *“What made this retailer successful?”*
- Each group will have five minutes to write down their findings and share them with the class. Groups should be divided to explore the retailers to which they have been assigned and to read stories from the Museum of Making Music about the changes in retail stores beginning in the 1990s.
- Next, T will tell students that it is their job to think like a retailer and create a brand-new music store to fill a need or solve a problem.
- In the same groups, or different, S will answer the guiding questions on their worksheet to brainstorm.
- Based on their answers, they will design a retail music store using Google Slides or PowerPoint. S should be sure to include the following...
 - Name of Store
 - Motto/Slogan
 - Purpose or Goal
 - Types of Instruments Sold
 - Optional: Logo (Could be Created on Canva)

Assessment Strategies

Wrap-up and Assessment (10 Min):

Students will take turns pitching their retail idea to the rest of the class and answering questions from classmates.

Extensions/Adaptations

- This Lesson Plan has so many possibilities for cross-curricular instruction:
 - Business: Invite students to create a business plan for their new retailer and discover how much funding they would need for rent, retail, and more!

- Music Performance: Invite students to create a song or jingle for their store.
- When working with small groups, consider doing all of the activities as a group.
- Consider providing simplified questionnaires with visual aids for ELL students.
- Provide alternative assignment options for students with fine motor skill considerations. For example, they could dictate answers or draw on a tablet.
- Use closed captions for videos, and allow text-to-speech for any required readings.
- Allow students to use speech-to-text to dictate their answers rather than writing.
- When using the guided worksheet, provide differentiated work. Some students may only answer half of the questions, others may have one question per page, with 10 pages.
- Provide students with a “think sheet,” where they can write down responses to be able to share them with the small group.

Spotlight on Careers in Music

This lesson plan can be tied to specific careers in music:

- Music Retailer
- Entrepreneur
- Instrument Manufacturer
- Store Design Specialist
- Marketer
- Accountant
- Salesperson
- Human Resources

For comprehensive information on careers in the music industry, please visit [Consider a Career in Music](#)