

## Secondary 16

### Bringing Instruments to Market

Dr. Sarah Gulish

#### Grade Level/Class

Upper Secondary Grades

50 Minute Music Class

Cross-Curricular: Graphic Design

#### Overall Theme

The music products industry is full of stories around the making and launching of new and modified instruments. Creating a successful product involves innovation, market research, and successful marketing efforts.

#### Essential Questions

1. What factors determine success when launching new or modified instruments?
2. How does marketing connect with creating?
3. How can students develop creative ideas and learn how to be an entrepreneur in the products industry?

#### National Standards

##### **Respond**

MU:Re7.2.T.HSI.a - Explain how knowledge of the structure (repetition, similarities, contrasts), technological aspects, and purpose of the music informs the response.

##### **Connect**

MU:Cn11.0.T.HSI.a - 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. Explain the connection between creating and marketing instruments.
2. Identify some of the top successes in the music products industry.
3. Create and design a promotional brochure for a newly designed instrument idea.

#### Materials Needed

1. S16 Presentation
2. S16 Worksheet
3. Writing Utensil
4. [Photo](#) of a Chapman Stick

## Procedures

### Lesson Introduction (5 Min):

- Teacher (T) begins class with a hook: *"Have you ever seen this instrument before?"* and shows Students (S) a picture of the Chapman Stick.
- T then asks students to brainstorm why they might have not seen or heard of this specific instrument.
- T will explain that today, S will learn about marketing in the music products industry and the factors that influence successful product launches. Then, they will be designing their own product brochures for a pitch session to the rest of the class.

### Lesson Activity (35 Min):

- T will begin by sharing a slideshow with case studies on launching a new instrument:
  - The process: Instrument makers start with an idea and then they must research, prototype, test, manufacture, and launch!
  - *The saxophone*: was unveiled as a new product in the 1840s and, despite its initial lack of success, grew in popularity and now plays an important role in our musical landscape.
  - *The Chapman Stick* came to market in 1975 and was enthusiastically adopted by some musicians. Now, while not totally mainstream, it holds an important specialized place in the music industry.
- T invites students to list instruments that they know of that are popular today.
- T explains that students will be creating their own new instrument idea and working on a marketing campaign to convince others that this instrument should be widely used by the public.
- Alone or in small groups, S uses the guiding worksheet to research and create a visual prototype of their instrument through drawing or design software. Next, S creates a brochure detailing their instrument, and how it sounds, and makes a case for why the viewer should purchase this instrument.

## Assessment Strategies

### Wrap-Up/Assessment (10 Min):

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- S can volunteer to share their brochure and pitch their product to the rest of the class. Then, each S can vote on which pitch their product to the rest of the class. Then, each S can vote on which pitch they thought was the most successful. The winning pitch can be crowned “best new product” of the class!
- T can have students complete an exit ticket answering “*What is something new you learned about product marketing.*”

## Extensions/Adaptations

This lesson would fit great within a larger unit on entrepreneurship and business. Students could create marketing plans for musicians, albums, and more!

### **Adaptations**

- Modify group size to ensure success for all students.
- 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.
- Provide students with a flowchart/timeline example to show the process of launching a new instrument.
- Provide a sample brochure for students to reference throughout the brochure creation process.
- Provide a list of marketing techniques for students to choose from.

## Spotlight on Careers in Music

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

- Instrument Manufacturer
- Luthier
- Performer
- Head of Marketing
- Product Design and Development

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