



LONDON

Music Public Relations, Publicity & Promotion

SUMMER II • 2024

COM 3538 • Special Topics in Public Relations: Music PR, Publicity & Promotion

This course allows students to learn about the basic strategies, tactics, and tools professionals use to publicize and promote music acts and releases in an intercultural context. Students will learn about key aspects of music promotion from experienced faculty and London-based music industry professionals. Students will visit and learn from local retailers and music promoters and tour key media outlets that help spread awareness about emerging artists and releases. The program specifically addresses digital publicity and media relations, digital music promotion on streaming platforms, artist relations, media management, and retail event promotion. Students will learn about the London music scene and its history through tours of production facilities by attending select music events to consider their planning and promotion.

You don't need any prior public relations or communications coursework or experience to participate. Students will complete course projects aligning with these public relations practice areas and earn 3 hours of course credit. Honors credit is available with an honors contract approved in advance.



IF INTERESTED, PLEASE CONTACT

Dr. Melissa Adams adamsmb2@appstate.edu



APPALACHIAN STATE UNIVERSITY

COLLEGE OF FINE AND APPLIED ARTS

Communication