

Mood Music Makes Cents

Scenario:

Your team has formed a consulting firm that provides musical solutions for businesses. You are experts on the use of music to improve the shopping experience of customers and thereby improve sales. You have been invited to compete for the role of keynote speaker for a nationwide business trade show. The show organizers would like to see a multimedia presentation demonstrating the importance of music in building sales, atmosphere and relationships with customers, as well as how copyright law affects the use of music. They would like to see examples of how music has enhanced a variety of businesses. They would also like to hear what your research has discovered about the use of music in our local area.

Possible topics to cover (these are only suggestions and are not a requirement for a superior presentation):

1. Why should businesses use music?
2. How does music affect people in stores and other types of businesses?
3. Provide samples of music for a variety of settings.
4. What musical styles work for various kinds of retail settings?
5. How does the age group of the audience affect the music chosen?
6. What does “royalty free” mean?
7. What is the cost of music for business use?
8. What does copyright law say about using music?
9. What do customers say about the music they hear in stores?
10. Conduct research on what types of music are being played in local stores.

Possible Sources

Newspapers, historians, music teachers, videos, CD's, encyclopedias, history textbooks
Facts on File, United Streaming, Associate Press Extensive Photo Archive and
Internet websites: Talk to business managers about why they use music. Do a survey of
customers in business that uses music. Email music professors with questions about this topic.

Internet links for additional resources are on page 2 of this scenario.

Bibliography

Be sure to have a printed bibliography to hand to the judges before you begin your presentation. You are encouraged to cite all of your sources including graphics. A simple web tool to organize your bibliography can be found at <http://citationmachine.net/>.

Grade 6 2008 Resources

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Muzak Sound Case Studies - Background Music Systems for Retail, Restaurant & Resort
sound.muzak.com/case_studies

Check out these client profiles, to see examples of Muzak's audio design, commercial sound system and audio/visual design solutions at work.

This page has links to five case studies of how the company accommodated the needs of a client.

music.muzak.com

music.muzak.com/assets/pdf/The-Positive-Impact.pdf

Research demonstrates the positive impact music can have in a business environment.

This site has good information on the effects of music on consumers along with a list of resources.

ScienceDirect - Journal of Business Research : Occasion influence on the role of music in
www.sciencedirect.com/science?_ob=ArticleURL&u...

The study reported provides empirical support for the notion that when music is used to evoke emotions congruent with the symbolic meaning of product purchase, the likelihood of purchasing is enhanced.

This site is only the abstract.

Muzak

<http://sound.muzak.com/solutions/commercial/>

Commercial site: This page gives the company's rationale for using music in business settings.
Comment

Music Dystopia

<http://www.musicdystopia.com/2007/08/legal-use-of-music-in-retail-store.html>

This site is a blog. The author discusses the legal restrictions on playing music in retail stores. Readers log in and offer comments.