**REQUEST FOR OFF-CAMPUS SCHOLARLY ASSIGNMENT**

**KIM WANGLER**

**SPRING 2017**

**Purpose:**

I would like to request an OCSA for the Spring 2017 semester in order to spend roughly three months in Nashville working full time with the major marketing and branding company Flytevu.

**Company Mission Statement:**

***“FlyteVu connects brands to consumers at the intersection of entertainment and technology and transforms***

***those moments into strategic, repeatable, and scalable platforms. We take your vision and craft full-service***

***marketing solutions through compelling storytelling, newsworthy exposure, and unparalleled experiences.***

***We drive consumer engagement through emotional touchpoints and amplified content. Our team is made***

***up of passionate, experienced and creative professionals who are laser focused on your needs to build***

***brand awareness that resonates with your target audience***.”

**Contributions to My Teaching and Research:**

My position calls for me to teach in many aspects of the music industry. While I have experience in music retail, front of house management, non-profits, and entrepreneurship, I have not worked in the realm of “pop” music. I have chosen this company because it will give me in-depth experience working with some of the top marketing professionals in the field and also the opportunity to interface with artists, managers, publicists and record labels. I firmly believe this experience will make me a better teacher of those topics as well as give me “street credibility” with my students. This experience will also help me build my background for doing marketing research and give me access to some very expensive proprietary research sources on branding and marketing that we do not have in our library. Because I will be in Nashville full time it will also afford me the opportunity to network with many industry professionals as well as our significant numbers of alumni in the area.

**Outcomes:**

* Modifications to syllabi and coursework based on a better understanding of what is

currently happening in the music industry

* Data base of alums in Nashville to help me provide better networking

opportunities for our current students

* Networking opportunities that will hopefully lead to a guest series of

Skype interviews for classes in the future

* Better student evaluations based on my ability to bring back real life

experience and examples to the classroom

* Better pre-professional advice for students as I go through the placement

process, honing my own resume, finding a place to live short term in a new

city, and all the other aspects of joining a new company

* A daily journal reflecting on my experiences while will undoubted be a great

 source for personal and professional development

* Information for writing articles both in topics specific to marketing and also

the process of leaving the academy for a semester which I believe I can get

published in the CMS Symposium, the MEIEA Journal and/or the NACWPI Journal

**Workload Coverage:**

**Music Management Class** – not offered – students have been advised

**Split Rail Records** – covered by Andy Page

**Music Merchandising and Entrepreneurship** – Billy Cuthrell, owner of Progressive Music in Raleigh – employing a combination of one site and remote teaching including a tour of his store and a live session from the NAMM Show in California

**Advising**: Bill Witcher – I will work with students this semester to cover their spring and fall registration, but Bill will be available to take over any issues that arise while I am away

**Service**: Scott Wynne will cover CAC and Dean’s Faculty Council