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Mize, 1

Music Biz 1

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Final Course Reflection

Honestly, I've learned so much from being a part of Music Biz my senior year of high school. From being taught about networking in order to build connections, to marketing an idea to a group of investors (marketing will be my major in college), and even how to produce an event that successfully draws in a crowd (ECGT). With each course and event Music Biz has taught and been a part of, each provided a valuable life skill that not only leads to success in the classroom, but also success in the real world after high school, such as communication and people skills.

I think the major misconception most people think when they hear the name of our class, "Music Business/Music Biz", is that it only deals with music and the production of it, and if you have no intention of pursuing or talent within the music field, then this class isn't for them - which is a total LIE. Take me for instance, I've never been successful in having talent with music, whether it be playing an instrument, or singing - but, that didn't stop me from joining the class anyway. On the first day of school, coming into my 1st period Music Biz class, I was nervous and anxious just like anyone else is when they have to walk into a class of strangers. I was worried that I'd be an outcast for not being musically inclined, fearing I wouldn't make friends. Then came the icebreaker, having to introduce ourselves and tell whether we play any instruments or make music. I was one of the few who didn't, but instantly I felt gratified and

relieved when none of the other students thought it was odd, and I even liked the added joke Mr. Mize said after, “The ones who don’t make music are the ones who make the most money. They’re the producers.” - and that’s when I began to feel at home.

Our first unit we learned was networking, which I found to be one of the most important areas we learned all year. Networking taught me how to make connections with those around, especially those who could end up being an influential person in my future. It also taught me how to break out of my shell more, and not be so afraid of communicating with people I’ve never spoken to before. The part of this lesson that was my favorite was when Dr. Stan Renard came to talk to our class, and had us all participate in a networking exercise where we’d all gradually join in on his and Mr. Mize’s conversation in order to form a connection.

The next most influential topic we covered was how to produce a successful event, which was our school’s talent show, ECIF (East Central’s Got Talent). This event taught me that marketing, especially word-of-mouth is KEY in having a large turnout, so largely broadcasting the event helped tremendously. It also taught me about hospitality when it comes to making special guests feel welcomed and willing to come back again. I learned this from being fortunate enough to be the four judges’ guide and assistant, where I was able to converse with and answer any questions they had before the show, as well as sit near them during the show in case they had any requests or further questions. During the show, there was a technical difficulty when it came to voting, but was quickly resolved while the MCs kept the crowd entertained while the problem was being corrected. This taught me, as well as everyone else in Music Biz about how to handle unexpected situations without causing an uproar from the audience. And finally, the marketing

project taught me how to create an effective presentation and formulate a creative idea, as well as effectively presenting it to potential investors.