Cutting-Edge Technology in the Home Studio Recording Market

A graduate project submitted in partial fulfillment of the requirements for the degree of Master of Arts in Music Industry Administration

By

Brooke McCoy

August 2023
The graduate project of Brooke McCoy is approved:

Andrew Surmani  

Robert Teegarden  

Dr. Daniel Degravel, Chair
Table of Contents

Signature Page ii
Abstract iv
Abstract

Cutting-Edge Technology in the Home Studio Recording Market

By

Brooke McCoy

Master of Arts in Music Industry Administration

I am a mock consultant providing professional counsel and business strategies to improve the company Company A [confidential] in Anonymous City [confidential], California. This for-profit organization, founded by Mr. V.S., [confidential] is an audio technology corporation that develops full-range sound systems designed to reproduce environmental audio. Our primary objective is to validate the value proposition of the R.X. [confidential] technology and how to advertise this product to recording industries. Initial research will involve surrounding competitors and how Company A can improve on the accuracy of their sound mixes. This consulting project will be operating as a group unit, and we will be collaborating together from start to finish. As a team, we will understand the company’s vision, make recommendations, plan, and implement solutions, and improve on methods. Throughout the consulting process, we will be meeting with our client in-person to build relationships and assess the needs of this company. Although the company’s existing marketing campaign has potential, there is a need for back-end research to successfully promote their product and avoid a plateau in financial growth.