

# Thomas W. Hutchison, Ph.D.

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## Education

The Florida State University - 1995 Ph.D. - Marketing Mass Communication  
The Florida State University - 1991 M.S. - Marketing Communication & Information Technology  
The Florida State University, Tallahassee, Florida - 1975 B.S. – Psychology

## Professional Experience

### Teaching

#### Professor of Marketing

##### Coordinator of the Music Business Internship Program

##### Coordinator of Marketing, Recruitment and Retention

Middle Tennessee State University, Department of Recording Industry – 2008 – 2010

#### Professor and Coordinator of the Executive Music Business Online Program

Department of Recording Industry – 2009-2010

#### Professor and Coordinator of the Music Business Program

Middle Tennessee State University, Department of Recording Industry – 2005 – 2008

#### Associate Professor and Coordinator of the Music Business Program

Middle Tennessee State University, Department of Recording Industry – 1998 – 2005

#### Assistant Professor

Middle Tennessee State University, Department of Recording Industry – 1993 – 1998

Develop and teach classes in Mass Communication and MBA graduate programs. Develop and supervise online classes, including converting all courses to online delivery. Provide online advising, networking and faculty support of students and teachers in the program.

#### Courses taught and developed:

- New media for the music business
- Record industry market research
- Internet and the music business
- Qualitative and quantitative marketing research
- Media in the marketplace (graduate)
- Research design (graduate)
- Quantitative research methods (graduate)
- Record retail operations
- International record business
- Applied record industry research (MBA)
- Marketing of recordings

**Guest Lecturer**, Mike Curb College of Entertainment, Belmont University – 2008 – 2009

**Guest Lecturer**, Vanderbilt Owen Graduate School of Management – 2008 – 2009

**Adjunct Instructor and Guest Lecturer**, New England School of Communications – 2008 – 2010

**Instructor, Florida State University, College of Communication** –1989 –1993

## **Administration**

**Coordinator – Marketing, Recruitment and Retention, MTSU Department of Recording Industry** – 2008 – present

Examined and resolved problems with recruitment and retention within department. Conducted market research, evaluated policies, analyzed the competition, and developed and implemented strategic and tactical plan that included a new web site, an AdWords program, and new print and social media campaigns. Result: Enrollment had been in a 34% the decline previous four years despite growth at the university level. Implementation resulted in 30% increase in enrollment in first 12 months.

**Coordinator – MTSU Executive Music Business Online Program** – 2009 – present

Created a cutting-edge distance learning program designed to bring MTSU external recognition as a distance education leader. Develop and teach all online classes, coordinate transfer of other classes to online environment, instruct and mentor faculty on distance learning methods, and conduct seminars and workshops on web-enhanced education. Experience in Blackboard, WebCT, Desire to Learn (D2L) and WebEx. Proficient in HTML, Dreamweaver, FrontPage, DimDim conference software, and mobile media communication platforms.

### **Developed and teach the following online courses at MTSU:**

New media for the music business  
Record industry research  
Internet marketing in the recording industry  
Applied recording industry research (MBA)

**Coordinator – MTSU Music Business Internship Program** – 2007 – present

Develop and advance productive relationships with local, national and international industry partners, including Walt Disney, Sony Music, Warner Records, RCA Label Group, MCA, Virgin Records, Universal, the Country Music Association, the National Academy of Recording Arts & Sciences, and the National Association of Recording Merchandisers. Moved industry internship program online, created multi-user website and online database, and created a job bank to facilitate industry interaction.

**Coordinator – MTSU Music Business Concentration** – 1998 – 2008

Responsible for administrative duties for major segment of the second largest department at MTSU. Duties included: faculty recruiting, staffing, scheduling and development; hiring adjunct instructors and chairing faculty and department chair search committees; program and course evaluation and development; budget planning and management; resolving parent and student requests and concerns; marketing and raising external recognition for the program; serving as industry liaison with emphasis on fundraising and new scholarships; and facilities coordination.

## Book Publication

- 2010 ***The New Music Business*** (3<sup>rd</sup> edition). Hull, Strasser, and Hutchison. London, UK: Taylor and Francis/Routledge.
- 2009 ***Record Label Marketing***, second edition. Oxford, UK: Elsevier/Focal Press. Hutchison, Macy and Allen (2009). Primary author and managing editor.
- 2008 ***Web Marketing for the Music Business***, Oxford, UK: Elsevier/Focal Press. Hutchison, Tom (2008).
- 2006 ***Record Label Marketing***, Oxford, UK: Elsevier/Focal Press. Hutchison, Macy and Allen (2006). Primary author and managing editor.
- 2002 ***Inside the Recording Industry, Teacher's Guide***. Universal Music Group, Inside Sessions Division. Hutchison, Tom (2002).
- 1997 "Interactive Kiosks in the Retail Environment." (Ch. 10). In *CyberMarketing: Your Interactive Marketing Consultant* (1997) (Eds. Forrest & Mizerski), NTC Business Books, Lincolnwood, Ill. Contributing author.
- 1996 "Interactive Kiosks in the Retail Environment" (Ch. 3). In *Interactive Marketing: The Future Present* (1996) (Eds. Forrest & Mizerski), Lincolnwood, IL: NTC Publishing Group. Contributing author.
- 1991 Index editor, *The Black Abolitionist Papers*. C. Peter Ripley. University of North Carolina Press (1992).

## Publications and Conference Papers (selected)

- 2010 By Larm Scandinavian Music Convention. Presenter and panelist. Oslo, Norway.  
Topic: Internet marketing.
- 2007 Americana Music Association National Convention. Conference panelist and moderator.  
Topic: Internet marketing
- 2003 Americana Music Association National Convention. Conference panelist and moderator.  
Topic: Internet marketing.
- 2001 International Conference on Technology and Education (ICTE), Tallahassee, FL. "The Napster Revolution on College Campuses: How Universities and The Recording Industry Are Coping With the Music File-Sharing Sensation."
- 2001 International Conference on Technology and Education (ICTE), Tallahassee, FL. "Faculty Adoption of the Campus Intranet System for Posting Grades: A Diffusion Study."
- 1999 International Conference on Technology and Education (ICTE), Tampa, FL. "Computer Based Campus Information Services."
- 1998 International Conference on Technology and Education (ICTE), Santa Fe, NM. "On campus kiosks as information providers: are they living up to expectations?"
- 1996 International Conference on Technology and Education (ICTE), New Orleans. "The diffusion of new interactive technologies: consumer kiosks." (T. Hutchison, C. E. Wotring, E. Forrest).
- 1996 Music and Entertainment Industry Educators Association conference, Miami, FL. "Preparing students for marketing recorded music in the information age." (T. Hutchison, B. Keel).
- 1995 Music and Entertainment Industry Educators Association conference, Austin, TX. "Designing the market research class in the music business curriculum." (T. Hutchison, R. Garfrerick).

## Marketing Research and Consulting (selected)

- 2009 Consulting—Thirty Tigers Music Marketing company, Nashville, TN.
- 2008 Frank Brown Songwriting Festival—conducted a conference workshop on web marketing.
- 2008 Southeast Regional Folk Alliance—conducted a conference workshop on web marketing.
- 2008 *No Depression Magazine*—conducted research to guide publication in moving from print-based to web-based format.
- 2008 Americana Music Association National Conference—conducted workshop on web marketing.
- 2007 Marketing Research and consulting—*No Depression* magazine. Readership survey.
- 2004 Marketing Research—Country Music Association. Survey at CMA Music Festival.
- 2004 Marketing Research—Country Music Association. Survey and focus group of country music concert attendees
- 2003 Consulting and marketing—Universal Records. Work on breaking into test markets.
- 2003 Marketing Research—Country Music Association. Survey of Fan Fair Attendees
- 2002 Marketing Research—RCA Label Group/Nashville. Analysis of business reply cards for Totally country compilation album including: Dixie Chicks, Brooks & Dunn, Martina McBride, Sara Evans, Diamond Rio, Travis Tritt, Kenny Rogers, Lonestar, and Keith Urban
- 2002 Marketing Research—RCA Label Group/Nashville. Analysis of business reply cards for Kenney Chesney album.
- 2002 Marketing Research—RCA Label Group/Nashville. Directed focus group research on model for legal file sharing services.
- 2001 Marketing Research—RCA Label Group/Nashville. Directed focus group research on peer-to-peer file sharing services.
- 2000 Consulting and Marketing—Virgin Records. Promotion of country and Christian artists.
- 1999 Marketing Research—Dreamworks/Interscope. Analysis of consumer reply cards.
- 1999 Consulting and Marketing—Pioneer Records. Promotion of Rock and Christian artists.
- 1998 Consulting and marketing research—Bell Atlantic Telecom and Telescan Systems, Inc. kiosk company. Research project on retail interactive kiosks at Bell Atlantic retail stores.
- 1997 Consulting—RCA Label Group/Nashville: Organized college retail marketing department.
- 1997 Consulting and marketing research—Sony Music/Nashville: Directed focus group research for the bands Sons of the Desert and Ricochet.
- 1997 Consulting and marketing research—Warner/Reprise Nashville: Conducted survey of attitudes toward top female country artists. Surveyed 300 industry executives, analysis of responses. Report presented as part of a larger study on retooling the image of Faith Hill.
- 1996 Consulting and marketing research—Sony Music/Nashville: Directed focus group research for Sony artist Stephanie Bentley.
- 1996 Consulting and marketing research—Warner/Reprise Nashville: Conducted survey of attitudes of 300 industry executives toward top male country artists. Report part of a larger study on retooling the image of artist Travis Tritt.
- 1996 Marketing and Consulting—Magnatone Records: Kenny Rogers Christmas album marketing.
- 1996 Consulting and marketing research—Giant Records: Focus group research (6 groups) on developing artist Graham McHugh.

- 1996 Design and analysis of business reply cards for *Buy Product* music sampler of Geffen artists.
- 1996 Consulting and marketing research—Sony Music/Nashville: Directed focus group research (4 groups) for Sony artist Ron Wallace.
- 1995 Consulting and marketing research—Study of Record Store Kiosks for NARM. Report featured in *Billboard Magazine* (July 8, 1995).
- 1995 Consulting and marketing research—Music Video Association. Survey of record store customers about effects of music video on retail purchases. Published in *Billboard Magazine* (October 15, 1994).
- 1994 Consulting and marketing research—Polydor/Nashville—Polygram Records. Conducted survey of radio stations for platinum-selling country artist Toby Keith.
- 1994 Consulting and marketing research—Florida Film Bureau.

## Fund Raising

### **MTSU/ ASCAP “Partners in Craft”**

Developed partnership with top performing rights organization ASCAP that provides funding and in-kind contributions to Recording Industry Program.

**National Academy of Recording Arts and Sciences (NARAS) Grammy University Network.** Set up partnership with this organization to bring funding and scholarships to Recording Industry Program and provide industry interaction for students.

### **Miller Harris Scholarship – RIM/MTSU**

Initiated a successful scholarship fundraising program with significant individual and business support.

### **Executive Producer – Project for Florida State University – 1988 –1999**

Handled marketing and promotion of "Seminole Songs" promotional cassette for top-ranked football program, resulting in sale of 10,000 cassettes at \$50,000 net profit.

### **Project Director, "Bay Aid" Hurricane Relief Fund – November 1984**

Directed musical fundraiser resulting in \$25,000 donation to families dispossessed by major Gulf Coast hurricane, including securing sponsors, media promotion and musical groups Alabama, The Allman Brothers Band, The Outlaws, and MTV's Nina Blackwell.

## Awards

Distinguished Educator in Distance Learning MTSU—2009

Instructional Technology Achievement Award MTSU—2003

Florida State College of Communication: "Graduate Student Teacher of the Year" for 1989-90

## Affiliations

National Academy of Recording Arts and Sciences (NARAS)

Phi Kappa Phi Honor Society

Country Music Association

Music Video Association (1993-1996)

Americana Music Association

National Association of Recording Merchandisers

Florida Film Bureau (1990 – 1993)