

Module Specification

Module Title: Professional Studies – Self-Promotion and Music Marketing

Module code:	HBASHR011	NQF level:	Level 5
Credit value:	20 credits	Semester of study:	1 and 2
Applicable pathways:	Business, Classical, Film Music, Folk, Jazz, Popular, Production and Songwriting	Pre-requisites:	None

Module overview

The module will cover a range of marketing and promotion initiatives and includes CV writing; publicity and PR; genres, image and brand creation; professional networking; releasing original material; guerrilla marketing; identifying and servicing the marketplace; social networking; personal & professional development; Maslow's hierarchy of needs; setting goals and reviewing progress; planning and organization; building a portfolio; self-employment and the management of multiple income streams A & R, package design, visual branding, pricing and costings, media and formats, distribution channels, publicity and promotion, PR, music publishing, merchandising, the media, emerging technologies, alternative territories, artist management, 'myth-making'.

Aims

Recognising the importance of the portfolio career of the musician, this optional module is designed to promote promotion and marketing skills needed to secure employment. It forms part of the programme's professional studies strand and its commitment to enhancing employment opportunities.

The module aims to:

1. Examine key principles of marketing, promotion and branding as they relate specifically to the music and creative/cultural industries.
2. Evaluate the creative, technical, political-economic as well as the social, cultural and ethical implications of marketing and branding within the creative/cultural industries.
3. Pay particular attention to the role that digital technologies and social media play in the marketing and branding of music, musicians and the music industries, seeking to identify and create opportunities to exploit commercial music products and services via primary, secondary and alternative routes to market.

Learning outcomes

On successful completion of this module, students will be able to:

1. Critically analyse and engage with key marketing and branding concepts and ideas.
2. Critically evaluate and employ a range of self-branding, self-marketing and promotional techniques.
3. Develop a range of necessary skills and strategies to implement a music marketing plan.
4. Engage with and analyse a range of marketing and branding literature and theory.

Learning and teaching methods

The module will be delivered through a lecture and seminar series.

Lectures are used for the effective delivery of key subject areas as outlined in the indicative content (e.g. marketing practice and theory, market research, segmentation and targeting, placement, marketing communications, branding and cultural branding).

Seminars will be used to promote discussion in order to evaluate and critically appraise what has been covered in the lectures. During this module theoretical, practical and contextual information will be delivered through a combination of lectures, and seminars. Students will evidence their knowledge through a portfolio and strategic marketing plan with tutorial support and supervision.

Contact hours and directed study (over semesters 1 and 2)

Delivery type	Student hours
Indicative hours for learning and teaching activities	30 hours
Indicative hours of directed study	170 hours
Total hours (100hrs per 10 credits)	200 hours

Opportunities for formative feedback

Students will have opportunities for on-going formative assessment as part of their seminar series.

Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Coursework (portfolio)	2000 words	50%	2, 3
Coursework (Strategic marketing plan and commentary)	2000 words	50%	1, 2, 3, 4

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Coursework (portfolio)	2000 words	50%	2, 3
Coursework (Strategic marketing plan and commentary)	2000 words	50%	1, 2, 3, 4

Indicative Reading List

- Barfoot Christian, E. (2011) *Rock Brands: Selling Sound in a Media Saturated Culture*. Plymouth, UK: Lexington Books.
- Carah, N. (2010) *Pop Brands: Branding, popular music, and young people*. New York: Peter Lang.
- Holt, D. (2004) *How Brands Become Icons: The Principles of Cultural Branding*. Boston: Harvard Business School Press.
- Hutchison, T. (2008) *Web marketing for the music business*. Oxford: Focal Press.
- King, M. (2009) *Music Marketing: Press, Promotion, Distribution and Retail*. Boston: Berklee Press Publications.
- Klein, B. (2009) *As Heard on TV: Popular Music in Advertising*. Farnham: Ashgate.
- Kotler, P., et. al. (2001) *Principles of Marketing*. London: Prentice-Hall.
- Lathrop, T. (2003) *This Business of Music Marketing and Promotion*. New York: Billboard Books.
- McGivern, Y. (2002) *The Practice of Market and Social Research*. London: Pearson.
- King, M. (2009) *Music Marketing: Press, Promotion, Distribution and Retail*. Berklee Press.