



Academy of Music and Performance

BA (Hons) Music & Creative Music Technology

**Module MCM605**

**Marketing & Self Promotion**

**Marketing Investigation**

MODULE BOOKLET 2

**2016 – 2017**

**Deadline for submission: 15.00h 09.06.17**

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**Room: 125 Time: Wednesday 11.00 to 12.00**

**Start date: WB 3<sup>rd</sup> October 2016    End date: 15.00 Friday 9<sup>th</sup> June 2017**

What will you do to complete this module?.....	3
How will the subject be taught?.....	3
How will the campaign be submitted?.....	3
How will the campaign be assessed?.....	4
What is the assessment strategy?.....	5
What are the deadlines for this module?.....	5
What are the penalties for late submission?.....	5
What is the process for a deadline extension?.....	5
MODULE MANAGEMENT.....	6
External examiner .....	6
Internal verification.....	6
Module Specification 2016 to 2017.....	7
Module Code .....	7
Credit Points.....	7
Further information on assessment.....	12
No 4: Generic Assessment Criteria: Report .....	14

### **What will you do to complete this module?**

You will investigate and implement marketing and promotion techniques in the music industry.

- Research and investigate marketing strategies and theories
- Show and employ marketing strategies
- The effectiveness of marketing materials
- The effectiveness of promotional techniques

### **How will the subject be taught?**

Students will engage in a series of lectures and discussions looking at a variety of marketing and promotion strategies, techniques and case study examples. They will then have to produce a detailed report on their marketing campaign, including background research. Students will then implement their campaign, before completing the report through critical evaluation and analysis.

### **How will the campaign be submitted?**

You should present your campaign, research and evaluation in a 2000 word report, which should include the following as a minimum:

- Discussion of how the different marketing strategies have been implemented by successful music practitioners, enabling them to become a success in a competitive market - 500 words suggested
  1. What their target audience is
  2. How they manage to hit it
  3. Branding used and Image created

4. Detail special marketing tricks
- A complete marketing campaign with key targets and dates, including
    - 1000 words suggested -
      1. Analysis of your target market.
      2. Details of any marketing materials implemented.
      3. Analysis of any stylistic theme's used in the marketing. You should relate these themes to current trends in society and the music industry.
      4. Comparisons with others in similar areas of the industry.
      5. Details of any press and media coverage
      6. Expected turn-out
  - Detailed conclusions and analysis – 500 words suggested -
    1. How did your plan work out?
    2. What areas of the target audience did you hit/miss?
    3. What could you do better in the future?
    4. Evaluation of each team member and their input into the project

The written analysis will be submitted as a Word file.

### **How will the campaign be assessed?**

It will be assessed in accordance with the [Module Learning Outcomes](#).

### **What is the assessment strategy?**

The assessment strategy will reflect the aims and learning outcomes of the relevant module and will include:

- Written report
- Evidence of Research Skills
- Use of resources
- Knowledge and understanding of subject material

The success of your marketing campaign will be assessed on the strength of the process, the quality of ambition,

### **What are the deadlines for this module?**

Start date: WB 3<sup>rd</sup> October 2016

End date: 15.00 Friday 9<sup>th</sup> June 2017

Word format to [christopher.hickling@ncn.ac.uk](mailto:christopher.hickling@ncn.ac.uk)

### **What are the penalties for late submission?**

A late submission will result in a maximum grade of 40%. A submission after 5 working days of the deadline will result in failure.

### **What is the process for a deadline extension?**

Complete the extension form and email to [nick.redfern@ncn.ac.uk](mailto:nick.redfern@ncn.ac.uk) 5 working days before the deadline.

## **MODULE MANAGEMENT**

**Credit points and Duration:**

20 credit points – 15

weeks

**Module Leader:**

**Subject:**

Marketing and Self Promotion

**School:**

Academy of Music &

Performance

**Pre- or post-requisites:**

None

**Site of Delivery:**

**ncn** – Clarendon Campus

**Date:**

August 2016

### **External examiner**

Dr Paul Oliver Lecturer in Music & Music Business Perth College, University of the Highlands and Islands (UHI)

### **Internal verification**

Signature:

Date:



## Module Specification 2016 to 2017

<b>Basic Module Information</b>		
<b>1</b>	<b>Module Title</b>	Marketing and Self Promotion
<b>2</b>	<b>Module Code</b>	MCM605
<b>3</b>	<b>Credit Points</b>	20 Credit points
<b>4</b>	<b>Duration</b>	15 weeks
<b>5</b>	<b>School</b>	Creative, Cultural & Digital Cluster
<b>6</b>	<b>Date</b>	22/08/2016

**7 Pre, Post and Co-requisites**

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

Pre, Co, Post      Module Code      Module Title

None

**8 Courses containing the module**

Level   Core/Option   Mode   Code      Programme Title

6      Option              FT/PT   MCM601   BA (Hons) Music & Creative Music  
Technology



## **9 Overview and Aims**

This module develops your skills and knowledge in Marketing and Promotion in the Music Industry. In particular, it prepares you for the freelance nature of the industry and concentrates on self-promotion. You will expand your knowledge of the various means and techniques of marketing and promotion, including new and developing technologies.

## **10 Module content**

The Module examines:

- Techniques in Marketing and Promotion
- New channels and technologies for Marketing and Promotion
- How to operate as a freelance practitioner in the music industry
- Current trends in marketing and promotion
- Website design
- Case studies of marketing and promotion in the music industry
- Entrepreneurial skills

## **11 Indicative reading**

1. Diggle, K. (1994). *Arts Marketing*. Rhinegold
2. Cowell, D. (1995). *Marketing of Services*. Butterworth-Heinemann
3. Dann, A and Underwood, J. (1997). *How to Succeed in the Music Business*. Omnibus Press

## 12 Learning outcomes

Back to [How will the web site & research be assessed?](#)

Learning outcomes describe what you should know and be able to do by the end of the module

**Knowledge and understanding.** After studying this module you should be able to:

1. Demonstrate an understanding of how various theories of marketing and promotion are applied in practice
2. Demonstrate a broad understanding of the market for music and the behaviour of the music consumer within this market

**Skills, qualities and attributes.** After studying this module you should be able to:

1. Produce effective marketing and promotional materials
2. Explore marketing and promotional techniques
3. Conduct research into marketing and promotion within a chosen sector
4. Apply Communication and Information Technology skills in producing marketing and promotional materials

## 13 Teaching and learning

***Range of modes of contact***

This indicates the range of direct contact teaching and learning methods used on this module, eg, lectures, seminars

Lecture 15

Discussions, directed learning sets, research, internet searching; preparation for assessment 30

**Total contact hours 45**

***Range of other learning methods***

This indicates the range of other teaching and learning methods used on this module, eg, directed reading, research

Self-directed learning – Directed reading, preparing assignment, individual research, internet searching, literature search, original empirical research 155

**Total non-contact hours 155**

## 14 **Assessment methods**

This indicates the type and weighting of assessment elements in the module

<b><u>Weighting</u></b>	<b><u>Type</u></b>	<b><u>Description</u></b>
50%	Practical Work	The production of a promotional website
50%	Research	A 2,000 word report investigating the marketing and promotional techniques used by a current practitioner in the music industry

### **Diagnostic/formative assessment**

This indicates if there are any assessments that do not contribute directly to the final module mark:

*Throughout the module you will have the opportunity to discuss your progress with your tutor and receive informal feedback*

### **Further information on assessment**

This section provides further information on the module's assessment where appropriate

*Practical Work: Detailed summative written and verbal feedback*

*Report: Detailed summative written feedback*

## No 4: Generic Assessment Criteria: Report

SMAC = Specific Module Assessment Criteria

You will find below the kinds of areas that your tutors will be considering when assessing your written work. Remember, though, that your tutors will be looking at your piece of work as a whole when determining the final mark. They will be happy to discuss their assessment with you and show you how to maximise your strengths and firm up on your weaker points.

Each section below is split into two parts, the first indicates the general criteria used within BA (Hons), the second indicates the specific criteria (otherwise known as SMAC). The additions will be used when relevant (if a specific box is blank then refer to the generic).

		Theories and Concepts	Argument	Understanding the topic	Methodology	Presentation / Research / Referencing
Weighting	25%		25%	25%	10%	15%
86-100% Upper First	22+	An exceptional exposition of the subject & displays a deep understanding of the complexities of the subject. The student is objective. Theories are sensitively and critically applied.  Own theory	22+ A powerful argument, which is much focused. The transition from findings to analysis is clear. Excellent critical and analytical abilities shown.	22+ Demonstrates full understanding of topic within a wider context. Shows excellent critical and analytical abilities.	9+ An exceptional body of evidence is presented with due reflection to potential limitations. Sophisticated skill has been used to overcome these limitations. Justifiable methods have been used with consideration to the limitations on time and resources. A high level of understanding of research paradigms.	13+ Presentation, spelling and grammar are excellent. Exceptional use of referencing to demonstrate that the student has read beyond the set text and quotations used are carefully selected. Evidence of up to date journals used. Carefully selected primary (if applicable) and secondary sources used.

		developed.								
70 – 85%	18-21	A convincing exposition of the subject & displays a deep understanding of the complexities of the subject. The student is able to stand back from the subject and place it in a wider context. Theories are sensitively and critically applied.	18-21	The reader is convinced by the power of the argument presented. It is laid out in a well-structured and coherent fashion. Sections relate well to each other and build up to form a convincing whole. The student is able to present a clear critique of the work of others.	18-21	Demonstrates full understanding of topic within a wider context. Shows excellent critical and analytical abilities.	8	Excellent choice of appropriate and most effective research methods clearly defined and justified. Awareness of limitations of methods chosen and arguments for it. The use of deductive or inductive approaches have either been acknowledged or employed. An emphasis of a link between theory and research has been made.	10-12	Presentation, spelling and grammar are very good. Extensively and accurately referenced throughout, and quotations used are carefully selected; supported by a detailed list of references and bibliography identifying all sources (on separate pages)  Shows extensive use of both primary (if applicable) and secondary sources.

60-69%	15-17	A sound understanding of the subject is demonstrated, with the subject being set in the context of an appropriate range of material. The available theories are critically applied, with justified choices being made.	15-17	A clear argument is presented which engages the reader and prompts a debate. Positions are not merely listed but are weighed carefully. The argument flows, with good cross-referencing between parts of the essay.	15-17	Demonstrates substantial understanding of topic within a wider context. Shows good critical and analytical abilities.	6	Choice of sound methodology making appropriate use of a framework. The use of qualitative or/and quantitative methods or acknowledged. Full awareness of reasons of use.	9	Presentation, spelling and grammar are acceptable. The piece is thoroughly referenced throughout and uses an adequate number of quotations. Accurate referencing throughout with detailed list of references & bibliography
50-59%	13-	A reasonable understanding of	13-	There is clear sense of a position being	13-	Demonstrates reasonable but incomplete	5	Shown understanding of either a method which tests a theory	7-8	Presentation, spelling and grammar are acceptable. Some referencing and

2.2	14	the subject area, with evidence of knowledge of the major works in the area. The important of relevant theories is understood.	14	developed, with the argument being developed through the dissertation. There might, however, be points at which it could be expressed more clearly.	14	understanding of topic and its context. Shows limited critical and analytical abilities.		or generates a theory. Not too sure why the methods have been chosen.		patchy quotations, related to list of references and bibliography (on separate pages).
40-49% 3rd	10-12	A superficial understanding of the subject area, with some evidence of the literature available. However, unable to articulate the conceptual dimension of the research.	10-12	The argument is implied rather than being explicit. The themes presented are confused and lack flow and coherence.	10-12	Demonstrates limited or patchy understanding of the topic and its context. Little evidence of critical and analytical abilities.	4	A superficial understanding of methodology using only words such as questionnaires, with little evidence as to why.	6	Presentation, spelling and grammar are poor with many mistakes. Poor referencing with many mistakes inadequately related to list of sources, again with many mistakes and not separated.
26-39% Marginal Fail	7-9	Little evidence of an understanding of the basic parameters of the subject. Difficult to relate the questions either to the topic selected or the available literature.	7-9	There is little sense of a sustained argument. The work is fragmented and lacks clear themes.	7-9	Demonstrates little understanding of topic and its context. Very little evidence of critical and analytical abilities.	3	Little evidence is produced, or that which is produced lacks relevance. There are too many unsupported assertions. The methods used are either unclear or inappropriate, and there is very little justification.	4-5	Presentation, spelling and grammar are very weak or incorrect. Poor referencing with many mistakes inadequately related to list of sources, again with many mistakes and not separated.
0-25% Clear Fail	0-6	Little or no evidence of having read the relevant	0-6	No sense of an argument. Little or no findings. No evidence of critical and	0-6	Demonstrates very little understanding of topic and its context. No evidence of critical and analytical	0-2	No understanding of how the research methods will aid the project. No justification of this	0-3	Presentation, spelling and grammar are very weak or incorrect. Poor or no referencing with many mistakes inadequately related to list of sources,



		literature. Little or no evidence of aims and objectives addressing the information or vice versa.		analytical abilities.		abilities.		section.  Lacks organisation and omits some areas of fundamental importance.		again with many mistakes and not separated.
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