



Academy of Music and Performance

BA (Hons) Music & Creative Music Technology

**Module MCM605**

**Marketing & Self Promotion**

**Website**

MODULE BOOKLET 1

**2016 – 2017**

**Deadline for submission: 15.00h 03.02.17**

**Tutor: Andrew Mahon**

**Telephone: 01158380133**

**E-mail: [andrew.mahon@ncn.ac.uk](mailto:andrew.mahon@ncn.ac.uk)**

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

**Start date: WB 5<sup>th</sup> October 2016 End date: 3rd May 2017**

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

You will design a *website* and produce an accompanying *journal* that will document the process, your research into web design and online marketing, with analysis.

The website should include the following:

- Information about yourself including biographical details and contact information.
- Details and discussion of your musical works, products and the services you offer as a musical practitioner.
- Downloads and/or streaming content of your own musical work.
- Links to other sites which have influenced your musical work, personal development or website design.
- Appropriate pictures and graphics.

## **Research**

Please ensure that the research journal employs significant research and critical analysis when presenting findings, as this will form a significant part of your assessment. Evaluation should be both formative and summative. This is an academic document and should be presented in an appropriate format and include Harvard referencing.

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

You will attend a series of lectures and demonstrations concerning web design procedures, uploading, page format, embedding html, etc. At a given point you will attend tutorials to enable you to develop and complete the module task.

### **How will the website and research be submitted?**

The website and research *journal* will be submitted by email to [Andrew.mahon@ncn.ac.uk](mailto:Andrew.mahon@ncn.ac.uk) & [Chris.hickling@ncn.ac.uk](mailto:Chris.hickling@ncn.ac.uk)

Ensure that the email has the following title:

MCM605 Marketing A1 – Student Name

The journal should be submitted as a Microsoft Word document or PDF. Your website needs to be live until 30th October 2017.

### **How will the website & research journal 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:

- Final Product
- Evidence of Research Skills
- Critical analysis of influences and your website construction
- Use of resources
- Knowledge and understanding of subject material
- Learning Journal
- Tutor Observation

**What are the deadlines for this module**

Website & research: 15.00 **Friday** 3<sup>rd</sup> February 2017

**Start date: WB 04<sup>th</sup> October 2016**

**End date: 15.00 Friday 3<sup>rd</sup> May 2017**

**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) at least 5 working days before the deadline.

## **MODULE MANAGEMENT**

<b>Credit points and Duration:</b>	20 credit points – 30 weeks
<b>Module Leader:</b>	Andrew Mahon
<b>Subject:</b>	Marketing and Self Promotion
<b>School:</b>	Academy of Music & Performance
<b>Pre- or post-requisites:</b>	None
<b>Site of Delivery:</b>	<b>ncn</b> – Clarendon Campus
<b>Date:</b>	September 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 2015 to 2016

<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>	30 weeks
<b>5</b>	<b>School</b>	Creative, Cultural & Digital Cluster
<b>6</b>	<b>Date</b>	24/08/2016

**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 based products and services and the behaviour of the 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 and journal
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*

<b>Date</b>	<b>Content</b>
5.10.16	Introduction to tutor, each other and the module in brief
12.10.16	Introduction to the module, module guide and successful completion of Assignment 1: Examples of websites.
19.10.16	Self-promotion and freelance work in the music industry
26.10.16	Half term
2.11.16	Marketing strategies: what are they and how to implement them in practice
9.11.16	Wix 101. How to setup a website from start to finish
16.11.16	Wix 101. How to setup a website from start to finish
23.11.16	Tutorials 30 minutes per student
30.11.16	Tutorials 30 minutes per student
7.12.16	Tutorials 30 minutes per student
14.12.16	Tutorials 30 minutes per student
21.12.16	Xmas
28.12.16	Xmas
4.1.17	Xmas
11.1.17	Tutorials 30 minutes per student
18.1.17	Tutorials 30 minutes per student
25.1.17	Tutorials 30 minutes per student

1.2.17	Tutorials - Website submission week / submission date 3.2.17
8.2.17	Introduction to Assignment 2
15.2.17	Half term
22.2.17	Methods of writing a report & what should be included in the report
1.3.17	What makes a good report: analysis criticism and the future
8.3.17	Tutorials 20 minutes each
15.3.17	Tutorials 20 minutes each
22.3.17	Interview Day
29.3.17	Easter
5.4.17	Easter
12.4.17	Tutorials 20 minutes each
19.4.17	Tutorials 20 minutes each
26.4.17	Tutorials 20 minutes each
3.5.17	Tutorials / hand in week 8.5.17



## Assessment Criteria: Practical work/performance

You will find below the areas that your tutors will be considering when assessing your practical/performance work. 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.

	Learning Journal	Final Product	Evaluation
Weighting	40%	50%	10%
86-100% Upper First	<p>The journal includes exceptional evidence of detailed research, which is both empirical and theoretical. The research has been carefully analysed and linked to creative and technical choices.</p> <p>A very detailed account of the technical exploration and development, which has evolved over a period of time.</p> <p>The student has applied advanced and professional processes that are linked to quality research.</p> <p>Problems have been identified along with the means of overcoming them.</p>	<p>Shows exceptional levels of creative imagination and originality in artistic choices.</p> <p>The final product is exceptional and offers no grounds for criticism.</p> <p>The work demonstrates an exceptional ability to make use of a variety of tools to bring ideas through to a high quality and professional final product.</p>	<p>Exceptional reflective, critical and analytical abilities are demonstrated in clear and concise formative and summative evaluation.</p> <p>Substantial evidence of independent thought is apparent.</p>
70 – 85% First	<p>The journal includes excellent evidence of detailed research, which is both empirical and theoretical. The research has been carefully analysed and linked to creative and technical choices.</p> <p>A detailed account of the technical exploration and development, which has evolved over a period of time. The student has applied advanced processes that are linked to quality research.</p> <p>Some problems have been identified along with the means of overcoming them.</p>	<p>Excellent levels of creative imagination and very strong evidence of originality in artistic choices.</p> <p>The final product is on the whole excellent and offers little ground for criticism.</p> <p>The work demonstrates an excellent ability to make use of a variety of tools to bring ideas through to a high quality final product.</p>	<p>Excellent levels of critical and analytical abilities are demonstrated in clear and concise formative and summative evaluation.</p> <p>Evaluation contains evidence of independent thought.</p>



<p>60-69%</p> <p>2.1</p>	<p>The journal includes substantial evidence of research, which is both empirical and theoretical. Some strong analysis of creative and technical choices is evident.</p> <p>A fairly detailed account of the technical exploration and development, which has evolved over a period of time.</p> <p>The student has used creative processes that are a result of careful research.</p> <p>Some problems have been identified along with the means of overcoming them.</p>	<p>High levels of creative imagination and strong evidence of originality in artistic choices.</p> <p>The final product is very strong but is in need of some refinement in some areas.</p> <p>The work demonstrates a strong ability to make use of a variety of tools to bring ideas through to a quality final product.</p>	<p>There is strong evidence of critical and analytical abilities that are demonstrated in clear and concise formative and summative evaluation.</p> <p>Evaluation contains some evidence of independent thought.</p>
<p>50-59%</p> <p>2.2</p>	<p>The journal includes evidence of a good level of research, which might be empirical or theoretical. Some analysis of creative and technical choices is evident.</p> <p>An account of the technical and creative development, which has evolved over a period of time.</p> <p>The student has used appropriate tools and processes that are linked to research.</p> <p>Some basic problems have may be identified along with the means of overcoming them.</p>	<p>Good levels of creative imagination and some evidence of originality in artistic choices.</p> <p>The final product is of a generally good standard but is in need of some development in important areas.</p> <p>The work demonstrates an ability to make use of some appropriate tools to produce a good product.</p>	<p>There is some evidence of critical and analytical abilities demonstrated through formative or summative evaluation.</p> <p>Evaluation contains some evidence of independent thought.</p>
<p>40-49%</p> <p>3<sup>rd</sup></p>	<p>The journal includes limited evidence some basic research that lacks detail. Little evidence of analysis is included.</p> <p>A basic account of the technical or creative development.</p> <p>The student has used only basic tools and processes that are not always related to research.</p> <p>Own choices are not analysed in enough detail and problems are not identified or are without a description of the means of overcoming them.</p>	<p>Satisfactory levels of creative imagination and limited evidence of originality in artistic choices.</p> <p>The final product is satisfactory.</p> <p>The work demonstrates an adequate ability to make use of some appropriate tools to produce a satisfactory final product.</p>	<p>Limited evidence of critical and analytical abilities is demonstrated.</p> <p>Evaluation is descriptive, superficial and limited.</p>
<p>26 - 39%</p> <p>Marginal Fail</p>	<p>The journal includes little evidence of research and decisions are subjective and without consideration for research.</p> <p>Very little evidence of analysis is included.</p> <p>Little information to suggest the product has developed over a period of time.</p> <p>The student has used a limited range of appropriate tools and processes that are not related to research. No analysis of own choices is evident.</p>	<p>Little evidence of creative imagination and originality in artistic choices.</p> <p>The final product falls short of the required standard.</p> <p>The work demonstrates an inability to make use of appropriate tools in order to create a satisfactory final product.</p>	<p>Minimal evidence of critical and analytical abilities is demonstrated.</p> <p>Evaluation is descriptive.</p>

<p>0 – 25%</p> <p>Clear Fail</p>	<p>The journal includes no evidence of research and decisions are subjective and without any consideration for research. No evidence of analysis is included.</p> <p>The student has not documented any information to suggest the product has developed over a period of time. No analysis of own choices is evident.</p> <p>The student has used a very limited range of appropriate tools and processes that are largely inappropriate or incomplete.</p>	<p>Little thought has been given to fulfil the basic requirements of the task.</p> <p>There are many serious errors and/or omissions resulting in poor work, which is unacceptable.</p>	<p>No evidence of critical and analytical abilities is demonstrated.</p>
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