

Module Specification

Module Title: Professional Studies 2: Self-Promotion and Music Marketing

Module code:	X_SHR5E020P	NQF level:	Level 5
Credit value:	20 credits	Semester of study:	1 and 2
Module type:	Optional	Pre-requisites:	None
Available to:	BA (Hons) Music (Business/Classical/Film Music/Folk/Jazz/Popular/Production/Songwriting)		

Module overview

The module will cover a range of marketing and promotion initiatives and includes CV writing; publicity and PR; image and brand creation; professional networking; releasing original material; guerrilla marketing; identifying and servicing the marketplace; social networking; personal & professional development; 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, merchandising, the media, alternative territories, 'myth-making'.

Aims

Recognising the importance of the portfolio career of the musician, this module is designed to promote promotion and marketing skills needed to secure employment or successfully establish self-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. Consider 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.
4. Address development of soft skills required for successful networking, self-promotion and career development.

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.

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
Marketing and branding research portfolio	2000 words	50%	1, 4
Strategic marketing plan	2000 words	50%	2, 3

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Marketing and branding research portfolio	2000 words	50%	1, 4
Strategic marketing plan	2000 words	50%	2, 3

[Module resource lists are available via Key Links](#)