

Module Specification

Module Title: Specialist Group Study Music Business 1 (Marketing)

Module code:	HBAMBU002	NQF level:	Level 4
Credit value:	30 credits	Semester of study:	1 and 2
Module type:	Compulsory	Pre-requisites:	None
Available to:	BA (Hons) Music (Business)		

Module overview

The module will cover marketing theory and models in order to devise and plan a marketing campaign. A range of marketing initiatives will be examined in order to assess the merits of different marketing tools to create marketing blends that are innovative and competitive. The marketing process will be broken down into a series of objectives, formulating and evaluating a marketing strategy that can be applied to real-world scenarios. Guests, who are experts in marketing planning and implementation, will also be invited to discuss up-to-date marketing concepts.

Aims

This module is complementary to the Music Business in Context 1 module so that each student has cultural and social contexts when strategically planning for their product and demographic(s). It will develop a secure foundation for marketing planning. Issues surrounding appropriate marketing mixes for a chosen product will be paramount to the strategic approach to marketing. Students will also develop their team working skills.

The module aims to:

1. Enable students to develop a secure understanding of the marketing planning process with specific applications for the music business.
2. Give students the opportunity to analyse the market place using a 'live' client as their product.
3. Give students cultural and social contexts when strategically planning for their product and demographic(s).
4. Develop students' team working skills.

Learning outcomes

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

1. Plan a marketing campaign for a 'live' product (i.e. artists).
2. Demonstrate understanding of marketing models and theory, and apply them to music business practice as appropriate.
3. Evaluate a range of marketing initiatives and the need for blended marketing tools for maintaining a competitive edge.
4. Demonstrate and evaluate working practices, including negotiation and communication skills both within the marketing team and with the client/product, highlighting the importance of transferable skills.

Learning and teaching methods

Delivery method will allow students to divide their time between **lectures** and **workshops**.

Lectures. Students will acquire knowledge relating to marketing theory, models and practice. They will deliver key information in order to promote discussion and the sharing of ideas within a workshop environment.

Workshops. With tutor support, students will work as part of a marketing team to develop a marketing strategy informed by a 'live' client/product. Students will use key information delivered as part of a lecture series to ascertain the strengths and weaknesses of a range of marketing blends.

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

Delivery type	Student hours
Indicative hours for learning and teaching activities	42 hours
Indicative hours of directed study	258 hours
Total hours (100hrs per 10 credits)	300 hours

Opportunities for formative feedback

Formative assessment will be given on a weekly basis during workshop activities.

Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Group marketing strategy and plan delivered as a presentation	20 minutes	25%	1, 2
Strategic plan	2500 words	50%	1, 2, 3
Individual evaluation report	1500 words	25%	3, 4

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Group marketing strategy and plan delivered as a video presentation	20 minutes	25%	1, 2
Strategic plan	2500 words	50%	1, 2, 3
Individual evaluation report	1500 words	25%	3, 4

Indicative Reading List

Essential:

- Adcock D, Bradfield R and Halborg R. (2001) Marketing: Principles and Practices. 4th Edition. London: Prentice Hall.
- Jobber D (2010) Principles and Practice of Marketing. 6th Edition. McGraw Hill Higher Education.
- Kotler P, Armstrong G, Saunders J and Wong V. (2009) Principles of Marketing. 13th Edition. London: Prentice Hall.

Recommended:

Journals

- Marketing Management.
- Journal of Marketing.
- Harvard Business Review.