

## Higher National Unit Specification

### General information for centres

**Unit title:** Music Industry Promotions

**Unit code:** DJ2R 34

**Unit purpose:** This unit is designed to enable candidates to recognise the main issues involved in the promotion of music through various media organisations. It will prepare candidates for work or further study in this field by giving them the effective knowledge required in identifying appropriate carriers to fulfil promotional objectives. It is primarily intended to develop skills to enable candidates to seek work in a business role in the music industry.

On completion of this unit candidates should be able to:

- 1 Investigate all music-related promotional media carriers.
- 2 Write a press release and design a press pack.
- 3 Describe the role of live performances as part of a promotional campaign.
- 4 Describe the development of the promotional “video”.

**Credit points and level:** 1 HN Credit at SCQF level 7 (8 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Candidates should have good communication skills. These may be demonstrated by the achievement of core skill Communication at Higher level or by possession of Higher English and Communication or a suitable NQ Communication Unit (SCQF level 5/6).

**Core skills:** There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

**Context for delivery:** This is a mandatory Unit in the framework for HNC/D Music Business group awards. If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes

## General information for centres (cont)

**Assessment:** Submitting evidence of knowledge and understanding of the media, preparing a press pack, interpreting and critically analysing media functions and articles.

Assessments for Outcomes 1, 3 and 4 should be undertaken in open book controlled conditions and could take the form of a report or in response to questions, in written or oral form. This may take the form of individual Outcome assessments or as a single holistic assessment incorporating all Outcomes. Oral presentations should be recorded on a high quality format and kept for external moderation.

The assessment for Outcome 2 is in two parts. Part 1 is the production of materials in response to a brief, part two is descriptive in nature and should be undertaken in open book controlled conditions and is likely to take the form of responses to questions. This second part could be combined with other Outcomes.

## **Higher National Unit specification: statement of standards**

**Unit title:** Music Industry Promotions

**Unit code:** DJ2R 34

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Investigate all music-related promotional media carriers.

#### **Knowledge and/or skills**

- ◆ Relationship between the music industry and the press
- ◆ Role and influence of radio play in the promotion of an artist
- ◆ Role and influence of TV in the promotion of an artist
- ◆ Role and influence of new media as a method of artist promotion
- ◆ Role and influence of merchandise in the promotion of an artist

#### **Evidence requirements**

Candidates will need written and/or oral evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ explain the role played by the press in music industry promotions.
- ◆ use examples of publications across a broad range of musical genres to highlight the relationship between the music industry and the press.
- ◆ illustrate, using examples, the contribution of radio play to the success of an artist, identifying the methods used by record companies in achieving support from radio
- ◆ illustrate, using examples, why TV is important to the success of an artist. Identify current examples of music television targeted by record companies for artist promotion
- ◆ describe the role and influence of new media strategies.
- ◆ describe the role and influence of merchandise strategies.

Evidence for this Unit could be generated through an assessment undertaken in open book controlled conditions and could take the form of a report or in response to questions.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Music Industry Promotions

### **Assessment guidelines**

The assessment for this outcome will take the form of a presentation in written or oral form. It can be undertaken separately or as part of an integrated holistic assessment covering a combination of Outcomes.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

### **Outcome 2**

Write a press release and design a press pack.

#### **Knowledge and/or skills**

- ◆ Function of a press release
- ◆ Press release writing
- ◆ Elements and function of a press pack
- ◆ Press pack design and composition

#### **Evidence requirements**

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ describe the function of a press release.
- ◆ write a press release
- ◆ describe the function and elements of a press pack as used in a range of promotional campaigns.
- ◆ produce a press pack

Evidence for this Outcome will take the following form. Candidates will undertake a practical assessment where they will respond to a brief and produce a press release and press pack. They will also respond to short answer questions and describe the function of a press release and press pack. These assessments will be undertaken in open book conditions.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Music Industry Promotions

### **Assessment guidelines**

The assessment for this outcome will take the form of a) response to a brief and b) a presentation in written or oral form. It can be undertaken separately or as part of an integrated holistic assessment covering a combination of Outcomes.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

### **Outcome 3**

Describe the role of live performances as part of a promotional campaign.

#### **Knowledge and/or skills**

- ◆ The importance of live events for promotional purposes
- ◆ The function of touring as a promotional tool
- ◆ Merchandising considerations and opportunities

#### **Evidence requirements**

Candidates will need written and/or oral evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Describe how live performance is a promotional activity
- ◆ Describe how touring is used in product promotion, identifying the role of the record company
- ◆ Describe the opportunities for merchandising.

Evidence for this Unit could be generated through an assessment undertaken in open book controlled conditions and could take the form of a report or in response to questions.

### **Assessment guidelines**

The assessment for this outcome will take the form of a presentation in written or oral form. It can be undertaken separately or as part of an integrated holistic assessment covering a combination of Outcomes.

## **Higher National Unit specification: statement of standards (cont)**

### **Unit title:** Music Industry Promotions

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

### **Outcome 4**

Describe the development of the promotional "video"

#### **Knowledge and/or skills**

- ◆ History and development of video including influential video directors
- ◆ Broadcast considerations and requirements
- ◆ Promotional purpose of video from both artist and record company perspective

#### **Evidence requirements**

Candidates will need written and/or oral evidence to demonstrate their skills and/or knowledge by showing that they can:

- ◆ describe the history and development of video, including consideration of the role music television has played as an outlet for video. Responses should include consideration of the cultural influence of video directors, including examples of landmark videos
- ◆ describe considerations for broadcast, including format, content and time of broadcast
- ◆ demonstrate a knowledge of the promotional purpose of video, examining the benefits to both artist and record company

Evidence for this Unit could be generated through an assessment undertaken in open book controlled conditions and could take the form of a report or in response to questions.

The historic development of video as well as examples of influential/current video directors should be discussed. A case study of the work of a contemporary video director should be undertaken and an explanation of the promotional purpose of video explained.

#### **Assessment guidelines**

The assessment for this outcome will take the form of a presentation in written or oral form. It can be undertaken separately or as part of an integrated holistic assessment covering a combination of Outcomes.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

## Administrative Information

**Unit code:** DJ2R 34  
**Unit title:** Music Industry Promotions  
**Superclass category:** KA  
**Date of publication:** September 2004  
**Version:** 02

### History of changes:

| Version | Description of change                          | Date     |
|---------|--|----------|
| 02      | Removal of Word Count and Presentation Length. | 20/05/11 |
|         |  |          |
|         |  |          |
|         |  |          |
|         |  |          |

**Source:** SQA

© Scottish Qualifications Authority 2004, 2011

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

## Higher National Unit specification: support notes

### Unit title: Music Industry Promotions

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### Guidance on the content and context for this Unit

This Unit is primarily intended to give the candidate a knowledge and understanding of the role of promotional activities within the music industry. The candidate will become familiar with the methodology deployed by record company, press and radio promotion departments, along with the role played by television and websites/new media in promotion of an artist.

The component parts of a press pack and their purpose will be identified.

The candidate should be able to demonstrate an understanding of the role played by live promotion in an artist's career.

**Outcome 1** examines the role of the media, focusing on the importance placed by record companies on maximising the promotional opportunities afforded by press, radio, live performance, and websites/new media.

**Outcome 2** demonstrates how press packs are prepared, and why particular media are targeted.

**Outcome 3** examines the benefits of live performance in the promotion of a product.

**Outcome 4** considers the value of video as a promotional tool. The benefits gained by the record company in tandem with the role played by video in a campaign strategy should be examined. The historic development of video, along with examples of influential/current video directors should be discussed. A case study of the work of a contemporary video director could be undertaken, along with explanation of the promotional purpose of video.



## **Higher National Unit specification: support notes (cont)**

**Unit title:** Music Industry Promotions

### **Guidance on the delivery and assessment of this Unit**

A holistic approach may be used to deliver the unit, augmented by guest speakers. The candidates should be encouraged to engage in directed research of the web, which would be beneficial to a greater understanding of music industry promotions.

The four outcomes may be assessed by providing written and/or oral evidence as outlined under evidence requirements for each Outcome.

Media articles should be critically analysed with examples of various publications studied and interpreted. The importance of live performance and video should be considered in the context of an overall promotional campaign.

The candidate should consider the promotional importance of video, from both an aesthetic and financial viewpoint. Knowledge of the historic development of video should be identified. Candidates should study various cases from the music industry.

### **Open learning**

This Unit could be delivered by open learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure that the assessment(s) are delivered in an appropriate manner.

For further information and advice please refer to *Assessment and Quality Assurance for Open and Distance Learning (SQA, February 2001 – publication code A1030)*.

### **Candidates with additional support needs**

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

## **General information for candidates**

### **Unit title:** Music Industry Promotions

This Unit is designed to enable you to understand how the music industry utilises promotional activities.

By studying the relationship between record companies and the media, you will identify the record company departments responsible for co-ordinating press and radio promotions.

You will also prepare a press pack and outline the component parts involved, gaining an understanding of the importance of targeting media appropriate to the artist's market/genre in the process.

The Unit will examine the importance of live promotion, and the role played by local and national media when engaging in live promotion.

You will also be expected to study the historic importance and continuing influence of video as a promotional tool, including examination of the key role played by video directors and the artistic and financial benefit gained by the artist and record company.

In order to complete this Unit successfully, you will be expected to achieve a satisfactory level of performance over four outcomes. The assessments will require written and/or oral evidence to demonstrate knowledge of music industry promotions as well as critical analysis and interpretation of media articles.