

## Higher National Unit Specification

### General information for centres

**Unit title:** Music Industry Marketing 2

**Unit code:** DR14 35

**Unit purpose:** This Unit is designed to give candidates an understanding of consumer behaviour as applied to the music industry and the tools to design and implement a communication plan. It is intended that this Unit will provide knowledge of the psychological and social influences over buyer behaviour and the elements essential for a communication plan. This Unit is intended for candidates wishing to pursue a career in the music business.

On completion of the Unit the candidate should be able to:

- 1 Analyse the psychological factors affecting consumer behaviour as it applies to the music industry.
- 2 Analyse the social influences on consumer behaviour as it relates to the music industry.
- 3 Produce a music related communication plan.

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

*\*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:** Access to this Unit will be at the discretion of the centre. Candidates should have successfully completed Music Industry Marketing 1 (DJ2P 34). Candidates should also have good communication skills. These may be demonstrated by the possession of Core Skill Communication at Higher level or Higher English and Communication or a suitable NQ Communication Unit (SCQF level 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:** 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.

### Assessment:

Outcome 1 — Evidence should be generated through responses to extended response questions. The assessment should take place in open-book controlled conditions.

## **General information for centres**

**Unit title:** Music Industry Marketing 2

Outcome 2 — Evidence should be generated through responses to extended response questions.  
The assessment should take place under open-book controlled conditions.

Outcome 3 — Assessment will be by submission of a project.

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

**Unit title:** Music Industry Marketing 2

**Unit code:** DR14 35

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**

Analyse the psychological factors affecting consumer behaviour as it applies to the music industry

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

- ◆ Consumer perception
- ◆ Learning theories and memory
- ◆ Personality theories and lifestyles
- ◆ Motivational theories

#### **Evidence requirements**

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

- ◆ define perception and evaluate how it applies to consumer behaviour within the music industry
- ◆ identify two learning theories and evaluate how they apply to consumer behaviour within the music industry
- ◆ define a personality theory and evaluate how this can be used to identify lifestyles
- ◆ define two theories of motivation and evaluate how they apply to consumer behaviour within the music industry

Evidence for the knowledge and/or skills items should be generated in response to extended response questions. Assessment should take place under open-book controlled conditions.

#### **Assessment guidelines**

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.

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

**Unit title:** Music Industry Marketing 2

### **Outcome 2**

Analyse the social influences on consumer behaviour as it relates to the music industry

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

- ◆ Group membership
- ◆ Attitudes

#### **Evidence requirements**

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

- ◆ critically evaluate the effect of group membership on consumer behaviour as it relates to the music industry
- ◆ critically evaluate attitude theory and illustrate how this can explain consumer-buying habits within the music industry

Evidence for the knowledge and/or skills items should be generated in response to extended response questions. Assessment should take place under open-book controlled conditions.

#### **Assessment guidelines**

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**

Produce a music related communication plan

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

- ◆ Above the line communication methods
- ◆ Below the line communication methods
- ◆ Public relations
- ◆ Target audience

#### **Evidence requirements**

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

- ◆ identify and evaluate appropriate above the line communication methods and demonstrate how they would be used in a communication plan
- ◆ identify and evaluate appropriate below the line communication methods and demonstrate how they would be used in a communication plan

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

### **Unit title:** Music Industry Marketing 2

- ◆ identify and evaluate appropriate public relations methods and activities and demonstrate how they would be used in a communication plan
- ◆ produce a communication plan using the above elements
- ◆ identify the target audience stating how the plan will be implemented

Evidence for the knowledge and/or skills above should be generated in response to a project or an oral presentation; graphical information may be used.

An oral presentation should be recorded on video and kept as evidence for external moderation purposes.

### **Assessment guidelines**

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:** DR14 35  
**Unit title:** Music Industry Marketing 2  
**Superclass category:** BA  
**Date of publication:** August 2005  
**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 2005, 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 Marketing 2

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 optional within the framework for the Group Award HND Music Business. It is intended to cover two distinct issues: consumer behaviour and its impact on the music business and the practicalities of assembling the elements required for a cohesive communication plan. Wherever possible the experience of the candidate should be used to illustrate the importance and relevance of consumer behaviour and communications within marketing as applied to the music business. As a result it would be appropriate to use case study material, which builds on the basic knowledge candidates may have of the business.

**Outcome 1** looks at the various psychological factors affecting consumer behaviour, each of the topics should be dealt with as they relate to the music industry.

- ◆ Perception should deal with our senses and the way marketing can tap into perceptual frameworks to target particular consumers.
- ◆ Different theories on learning should be explored and their application to the consumer decision-making process and product loyalty explained. Theories that could be examined would include: classical conditioning, trial and error learning, operant conditioning, insight learning, experiential learning and vicarious learning.
- ◆ Personality and lifestyles should examine models of personality and how they can be used to identify lifestyles for segmentation purposes. Both psychoanalytic theories and trait theories could be illustrated.
- ◆ Motivational theories should be examined in the context of marketing, illustrating the difference between needs, wants and drives of individuals. Theories that could be examined would include: social man theory, Maslow's hierarchy of needs and expectancy theory.

**Outcome 2** looks at the impact of social influences on consumer behaviour and candidates should be encouraged to draw on their own experience in music.

- ◆ Group membership should be examined in the context of its effect on buying fashions and the various sub cultures, which have developed. Categories of groups that could be examined would include: ascribed, acquired, primary, secondary, formal, informal, aspirational and dissociative.
- ◆ Attitudes should be examined in the context of how consumers feel about products and services and how this may alter over time.

**Outcome 3** considers the elements required to design a communications plan and how it should be implemented.

## Higher National Unit specification: support notes

### Unit title: Music Industry Marketing 2

- ◆ Above the line methods should be examined and their suitability for particular purposes explained. Television, press posters, cinema, radio and certain applications of electronic media could be illustrated.
- ◆ Below the line methods such as merchandise, sponsorship and direct marketing would seem to be most appropriate to the industry and could be illustrated in context.
- ◆ Public Relations and its specific applications to the music business should be explained in terms of how it may be planned and controlled.
- ◆ The concept of how the various elements should be combined to produce an effective communications plan should be examined in terms of the music industry.

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

This has been developed as an optional Unit in the framework for the HND Music Business Group Award and is designed to build on the basic marketing skills introduced in Music Industry Marketing 1 (DJ2P 34) and provide candidates with the skills to understand and reach consumers. The Unit should use the experience of candidates in the music business or as music consumers to allow them to appreciate the relevance of these aspects of marketing.

Candidates would benefit from, and gain a deeper insight of, the industry if given the opportunity to visit marketing organisations with familiarity of the music industry. Also, supplementing classes with guest lectures from industry professionals would enhance the learning experience.

Assessments for this Unit will take the following form:

Outcome 1 — Evidence should be generated through responses to extended response questions. The assessment should take place in open-book controlled conditions.

Outcome 2 — Evidence should be generated through responses to extended response questions. The assessment should take place under open-book controlled conditions.

Outcome 3 — Assessment will be by submission of a project.

### 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 the candidate's evidence. Arrangements would have to be made to ensure that the assessments are delivered in an appropriate manner.

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

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

**Unit title:** Music Industry Marketing 2

### **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 Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on the SQA website [www.sqa.org.uk](http://www.sqa.org.uk).

## General information for candidates

### Unit title: Music Industry Marketing 2

This Unit is intended to introduce you to two distinct issues: consumer behaviour and its impact on the music business and the practicalities of assembling the elements required for a cohesive communications plan. The plan requires to be put into practice and as a result it will require a practical aspect in terms of design and practice.

The Unit has three separate Outcomes:

**Outcome 1** looks at the various psychological factors affecting consumer behaviour and how they relate to the music industry:

- ◆ Perception deals with our senses and the way marketing can target particular consumers.
- ◆ Learning theories and their application to the consumer decision-making process and product loyalty.
- ◆ Personality theories and lifestyles — examining models of personality and how they can be used to identify lifestyles for segmentation purposes.
- ◆ Motivational theories examined in the context of marketing, illustrating the difference between needs, wants and drives of individuals.

**Outcome 2** looks at the impact of social influences on consumer behaviour. Group membership is examined in the context of its effect on buying fashions and the various sub cultures, which have developed. Attitudes will be investigated, eg how consumers feel about products and services and how this may alter over time.

**Outcome 3** requires you to design and produce a communications plan and identify how it should be implemented. You will consider elements such as above the line and below the line communication methods and public relations.

In order to achieve this Unit you will be required to achieve a satisfactory level of performance on the assessed work. This may take the form of open-book short answer questions, extended response questions and/or a case study/project with a written or oral presentation. These assessments will be delivered at spaced intervals during the Unit.