

Higher National Unit Specification

General information for centres

Unit title: Music Industry Marketing 1

Unit code: DJ2P 34

Unit purpose: This unit is designed to give candidates an underpinning knowledge of the basic functions of marketing as applied to the Music industry. It is intended that the unit will provide an introduction to the basic elements of marketing, introduce candidates to factors influencing the development of the industry and provide them with the knowledge to prepare a basic marketing strategy. This Unit is designed for candidates wishing to pursue a career in the music business or work in a performance related area.

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

1. Explain the concept of marketing as it applies to music.
2. Illustrate the effects of political, economic, sociological and technological elements on the music industry.
3. Outline and apply the elements of a music industry marketing strategy.

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 HN 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 an optional Unit in the frameworks for HNC/D Music and a mandatory Unit in the frameworks for the 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: The unit could be assessed by using three separate instruments of assessment and where possible under controlled conditions. Outcomes 1 and 2 would lend themselves to extended response questions whereas outcome three may be better approached as a project with a presentation in written or oral form. Evidence for this Unit should be generated through assessment undertaken in open book controlled conditions.

For Outcome 1 – two assessments addressing knowledge and/or skills. One assessment should be generated in response to short answer questions and take place under controlled conditions. In the other evidence should be generated in response to a short answer question and a case study, as an open book assessment.

For Outcome 2 - written assignment or an oral presentation.

For Outcome 3 - written or oral response to a case study.

Higher National Unit specification: statement of standards

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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

Explain the concept of marketing as it applies to music

Knowledge and/or skills

- ◆ Marketing concept
- ◆ Development of marketing
- ◆ Definition and application of the marketing mix

Evidence requirements

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

- ◆ Give an appropriate, recognised definition of the marketing concept.
- ◆ Describe the development of marketing through product/production orientation, sales orientation to marketing orientation with an explanation as to why each orientation developed
- ◆ Definition of the four Ps and four Cs with illustrations showing how the marketing mix applies to the music industry (each element of the mix should be fully dealt with)

Evidence for knowledge and/or skills 1 and 2 above should be generated in response to short answer questions addressing each of the two areas, assessment should take place under controlled conditions.

Evidence for knowledge and/or skills 3 above should be generated in response to a short answer question and a case study, as an open book assessment.

Assessment guidelines

The assessment of this outcome could be conducted as a single controlled assessment consisting of short answer questions and a case study where candidates would have access to notes.

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 1

Outcome 2

Illustrate the effects of political, economic, sociological and technological elements on the music industry.

Knowledge and/or skills

- ◆ The effects of political policy on the music industry and the response of the music industry to political decisions
- ◆ The effects of economic change on the music industry and the response of the music industry to economic change.
- ◆ The effects of social pressures on the music industry.
- ◆ The effects of changing technology on the music industry.

Evidence requirements

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

- Identify which particular political policies have affected the music industry and explain the response that the industry has shown to major political decisions
- Identify which particular economic changes have affected the music industry and explain the response that the industry has shown to economic situations
- Identify the social pressures on music industry and evaluate how the industry has shaped and responded to societal changes
- Identify and evaluate the effect of changing technology over the music industry, taking into account the latest changes.

Evidence for the knowledge and/or skills for this Outcome can take the form of either a written assignment or an oral presentation.

Assessment guidelines

The assessment of this outcome could be conducted as a single assessment consisting of an extended response question or oral presentation.

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 1

Outcome 3

Outline and apply the elements of a music industry marketing strategy.

Knowledge and/or skills

- ◆ Explanation of the marketing strategy
- ◆ Application of the marketing strategy
- ◆ Presentation of the strategy

Evidence requirements showing that they

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

- ◆ Explain and justify the major elements involved in a marketing strategy linking the elements of the marketing mix to a time scale
- ◆ Apply a marketing strategy to a given music situation demonstrating an understanding of how the elements relate to produce an effective mix
- ◆ Produce a clear and organised presentation (written or oral) of the strategy showing a progression over the development of the strategic elements.

Candidates should provide a written or oral response to a case study.

Assessment guidelines

The assessment of this outcome could be a single assessment consisting of an assessment based on a case study conducted under open book conditions designed to meet all of the knowledge and/or skills of the outcome.

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

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History of changes:

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

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Higher National Unit specification: support notes

Unit title: Music Industry Marketing 1

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 introduce candidates to the basic principles and applications of marketing in the music industry. Wherever possible the experience of the candidate should be used to illustrate the importance and relevance of marketing at all levels within the industry. As a result, it would be appropriate to use case study material, which builds on the basic knowledge candidates may have as practicing musicians.

Outcome 1 looks at the basic premise behind marketing, the historical development of the concept and the product, price, promotion and place elements of the mix as they relate to the music industry. Each of the elements of the mix should be explored in some detail, emphasising the importance of gaining a balance which will appeal to a target audience. Music examples should be used to illustrate the elements and candidates should be encouraged to become familiar with the terminology used within marketing, relating this to situations they have experienced.

Outcome 2 looks at the four major external influences and candidates should be encouraged to consider the two way process that operates with each of the elements of PEST. A suitable period for consideration when examining these factors could be 1960 to the present day. This would give sufficient material to examine all of the factors in some detail and allow candidates to explore areas of particular importance to the development of the music industry.

Outcome 3 considers the elements of a marketing strategy, firstly identifying the elements and how they should be time linked and then exploring the more practical aspects of designing a strategy to match particular circumstances. Marketing research, product, price, promotion, place, segmentation and review should be explored as separate issues but the link between all factors when preparing a strategy should be emphasised. The professional presentation of a project is an issue, which should be addressed within this outcome, where the candidates could prepare a final project linking all the aspects covered.

Higher National Unit specification: support notes (cont)

Unit title: Music Industry Marketing 1

Guidance on the delivery and assessment of this Unit

This is an optional Unit in the framework for HNC/D Music and mandatory in the HNC/D Music Business framework and is designed to provide candidates with music business skills or to give performing musicians a grounding in business aspects. The unit should use the experience of candidates allowing them to appreciate the relevance of marketing at all levels within 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 Marketing 1

This unit is designed to introduce you to the major elements of marketing as they relate to the music industry. It is intended for both music and music business candidates and is primarily designed to illustrate the importance of marketing and to allow you to apply this in a practical manner.

The unit has three separate outcomes.

Outcome 1 deals with the concept of marketing, how it developed and the basic building blocks involved.

Outcome 2 examines the outside influences on the industry and how music has responded to these.

Outcome 3 is more practical and after looking at the areas involved in a marketing strategy it will involve the practical activity of developing a strategy for a given situation.

In order to pass 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 with a written or oral presentation. These assessments will be delivered at spaced intervals during the unit.