



National Unit Specification: general information

UNIT Music: Promotion in the Music Industry (SCQF level 6)

CODE F8LF 12

SUMMARY

This Unit is designed to introduce candidates to the purpose of promotion within the music industry. Candidates will have the opportunity to learn about those involved in promotion, the functions they perform and the different methods used to enhance the exposure of a music product. Candidates will also develop practical skills through the production of promotional materials for a music product in the music industry.

This Unit is an optional Unit within the National Certificate in Music (SCQF level 6), the National Certificate in Sound Production (SCQF level 6), the National Progression Award in Music Performing (SCQF level 6) and is a mandatory Unit in the NPA in Music Business (SCQF level 6), but can also be taken as a free-standing Unit.

This Unit is suitable for candidates with no prior knowledge or experience of music promotion.

OUTCOMES

- 1 Describe promotion in the music industry.
- 2 Produce a plan to promote a music product or service to a given brief.
- 3 Produce a selection of promotional materials for a music product or service to a given brief.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

1 credit at Higher (6 SCQF credit points at SCQF level 6*).

**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.*

Administrative Information

Superclass: LF

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National Unit Specification: general information (cont)

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CORE SKILLS

There is no automatic certification of Core Skills in this Unit.

The Unit provides opportunities for candidates to develop aspects of the following Core Skills:

- ◆ Communication
- ◆ Information Technology
- ◆ Problem Solving
- ◆ Working with Others

These opportunities are highlighted in the Support Notes of this Unit Specification.

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.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

National Unit Specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Describe promotion in the music industry.

Performance Criteria

- (a) Define promotion in the music industry.
- (b) Describe different types of promotion used in the music industry.
- (c) Identify and describe key personnel involved in promotion in the music industry.
- (d) Identify products and services within the music industry that would benefit from promotion.
- (e) Identify and describe the basic role of promotion within the marketing process.

OUTCOME 2

Produce a plan to promote a music product or service to a given brief.

Performance Criteria

- (a) Select suitable promotional tools in response to a given brief.
- (b) Select suitable promotional materials in response to a given brief.
- (c) Identify the key tasks required to produce the promotional materials.
- (d) Select the resources required to produce the promotional materials.
- (e) Identify the key timescales and review dates of the promotional activity.

OUTCOME 3

Produce a selection of promotional materials for a music product or service to a given brief.

Performance Criteria

- (a) Carry out the key tasks identified in the plan.
- (b) Use the resources appropriately in accordance with the plan.
- (c) Review the progress of the project plan at agreed review dates.
- (d) Carry out all practical activity efficiently and safely.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates have successfully completed all Outcomes and Performance Criteria.

Outcome 1

Written and/or oral evidence is required for Outcome 1. This will be carried out under open-book conditions at appropriate points in the Unit.

Candidates must demonstrate clear understanding of promotion in the music industry and will describe different types of promotion including live and media promotion. The candidate will have to identify and describe a minimum of three examples of promotion used in the current music industry.

The identification and description of key personnel must cover three roles from the following list:

- ◆ artist manager
- ◆ agent/promoter
- ◆ radio/TV plugger
- ◆ online PR personnel

The products and services benefiting from promotion should include the artist, recordings and live performance.

The description of the basic role of promotion within the marketing process should refer to the other elements of the marketing mix and include an outline of the intended purpose of any promotional activity.

Outcomes 2 and 3

For Outcome 2, candidates will be provided with a brief detailing the product/service being promoted. They will have to produce a plan relating to the promotion of this product/service.

For Outcome 2, in response to the brief, candidates are required to produce written and/or oral evidence which identifies:

- ◆ materials to be produced
- ◆ tools to be used
- ◆ key tasks required to produce the promotional materials
- ◆ resources used to produce the promotional materials
- ◆ key timescales and review dates for the promotional activity

The completed plan must be clearly structured and must include the three types of promotional material to be produced in Outcome 3.

This evidence will be gathered under open-book conditions at appropriate points in the Unit.

National Unit Specification: statement of standards (cont)

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For Outcome 3, product evidence is required. The product evidence for Outcome 3 must consist of three separate pieces of promotional material, one of which must be a form of digital media and another must be a press kit, in accordance with the plan produced in Outcome 2. The format of this evidence will depend on the type of promotional material produced. Assessors will use a checklist to record progress through each of the Performance Criteria.

The review of progress at the agreed review dates will determine if candidates are on track to meet their original objectives.

All candidates must ensure their promotional materials match the requirements of the Performance Criteria set out in Outcome 3.

This evidence will be gathered under open-book conditions at appropriate points in the Unit.

National Unit Specification: support notes

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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 an optional Unit within the National Certificate in Music (SCQF level 6), the National Certificate in Sound Production (SCQF level 6), the National Progression Award in Music Performing (SCQF level 6) and is a mandatory Unit in the NPA in Music Business (SCQF level 6), but can also be taken as a free-standing Unit.

This Unit is designed to give candidates the opportunity to learn about the key individuals involved in promotion in the music industry and their role. Candidates will also be able to learn about the different methods used to enhance the exposure of a music product or service, and will have the opportunity to develop promotional material for a given product or service.

This Unit should be taught in accordance with current music industry practices in order to develop each candidate's skill base and keep candidates interested.

Good skills in communication and analysis would be beneficial to candidates studying this Unit.

When investigating the different types of promotion used in the music industry in Outcome 1 PC (b), candidates are required to look at how different types of media can be used to promote products and services. Candidates should be encouraged to explore the use of current promotional methods used in the music industry such as the internet, music videos, mobile phone technologies and alternative distribution practices as well as tools such as mailing lists. Basic types of promotion undertaken could include radio plugging, music demos, press release/press kits, electronic press kits, (EPKs) and product advertising.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

The candidate should be encouraged to use a variety of resources in order to obtain the relevant information within each of the Outcomes, including the internet. Candidates could be encouraged to keep a weekly blog detailing their progress during the Unit. This should enable the candidate to keep track of their progress whilst also demonstrating their knowledge and understanding of each Performance Criteria.

Group discussions on promotional activities within the current music industry should be encouraged, and candidates would benefit from studying creative and strategic promotional case studies.

For Outcomes 2 and 3, the candidate should be provided with a brief to work from. The teacher/lecturer is encouraged to develop the brief to current music industry standards.

National Unit Specification: support notes (cont)

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The candidate brief should include the following:

- ◆ an outline of the product/service being promoted as well as what the candidate has to do to complete the brief
- ◆ an accurate description of the tools needed to promote a music product or service
- ◆ a selection of appropriate promotional materials to be produced by the candidate
- ◆ a list of available resources
- ◆ a specified timeline to complete the brief

Promotional materials could include posters, tickets, photographs, flyers, press releases, press kits, biographies, web-based materials, blogs, merchandise, etc. Promotional tools could include databases, mailing lists, time schedules, etc.

Candidates should be reminded to keep their target audience in mind when producing their plan and promotional materials to guarantee their campaign and materials reach the correct person/people. For example, the first target for radio is the appropriate producer rather than the listener and the first target of live performance is the venue promoter rather than the ticket buyer.

Candidates may choose to plan for a real or virtual task.

Creative thinking and expression should be encouraged during this process of producing materials.

The learning and teaching of this Unit should include a mixture of classroom based learning which should include both group and individual working and structured development of the required materials. Candidates would benefit from being exposed to both case studies and guest speakers.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Candidates will be producing written and oral communication evidence as part of the assessment for this Unit. This offers ideal opportunities to develop aspects of the Core Skill of *Communication*.

In addition, if candidates choose to participate in group discussions on promotional activities within the current music industry, then there will be scope for candidates to further develop the Core Skills of *Communication* and *Working with Others*.

There will be opportunities to develop aspects of the Core Skill of *Problem Solving*, particularly Planning and Organising, in Outcome 2 where candidates are required to produce a plan.

If candidates choose to use the internet to obtain relevant information and/or keep a weekly blog detailing their progress during the Unit, this will offer opportunities to develop the Core Skill of *Information Technology*.

National Unit Specification: support notes (cont)

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GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Each Outcome could be assessed using a variety of assessment methods. For example:

- Outcome 1: short report or presentation.
Outcomes 2 and 3: a single project concerned with the planning and production of the promotional material for a product/service (Note: Candidates may choose to plan for a real or virtual task).

For Outcome 3 promotional materials produced could include:

- ◆ a poster that is informative and comprehensive — the poster could include product/service name(s), promotional activities and any other relevant information
- ◆ a promotional blog — this could include information on the promotional campaign along with contact information
- ◆ artist/product biography — this could be accurate and comprehensive in terms of artist/product information and relevant artist history
- ◆ artist/product photograph(s)
- ◆ music video(s)
- ◆ Electronic Press Kits (EPKs)
- ◆ databases
- ◆ forums
- ◆ websites

Time should be allowed for any necessary re-assessment.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs (www.sqa.org.uk)*.