

HE Scheme of Work 2018/20

Level of study	7
Module title	New Technology in Music and Creative Entertainment
Module leader	Zohe Mustafa
Discipline learning outcomes (MLOs)	1. critically evaluate and respond to a range of business models, theories and strategies applied by contemporary music and entertainment in relation to commercial practice in the digital world, and to be able to assess their disruptive impact on incumbent commercial operations, consumer behaviour and the consumption of music and entertainment. 2. analyse and evaluate different uses of new technology, applications, platforms and services with reference to music and entertainment practice.

This scheme of work is to be used in conjunction with the NOW learning room for this module. All learning resources (handouts, activity sheets etc.) are available via the following link: - *INSERT WEBLINK TO YOUR NOW LEARNING ROOM HERE* –

Larger assets (e.g. audio, video etc.) for each session can be found here: - *INSERT LINK TO CONFETTI SERVER HERE* –

Please note:

- in the *active and inclusive learning activities* column please indicate how learners will receive feedback on their progress towards achieving the session learning outcomes via either individual, group, peer, self or plenary formats
- insert the session date (the default dates below are the week commencing dates)

Week number, session date, session topics and MLO(s)		Session learning outcomes (By the end of this session students will be able to...)	Active & inclusive learning activities, indicative timing & feedback type (What are your students doing, how are you assessing their learning and giving feedback?)	Session resources
D1	Distribution & Discovery Part 1 16/01/20 12:00 - 16:00	Critically evaluate different technologies, Build a Band Website	What would you choose in your tech stack. Which technologies would you use and why? Which technology gets your attention based on your personal objectives? What media would you use? What info would you include on your website?	Zohe Mustafa
D2	Distribution Part 2 23/01/20 12:00 - 16:00	Optimise Discovery and Presence on Download channels like Google Play and Soundcloud. Other monetisation channels	Where do you make your music available? You've got some great tracks, uploaded some gorgeous videos to YouTube. Your on the App Store and Play Store. But no one is downloading or streaming your music. Or watching your videos.	
D3	Growth Hacking & Marketing Part 1A 30/01/20 12:00 - 16:00	Learn how to analyse your data and extract insights to optimise marketing Learn how to optimise your own media for the most common consumer behaviour of Search.	Analyse Website Data, Learn how to do on page optimisation for search. Now you are in the stores and people can download your work how do you get people to find you, learn more about you and buy your music.	
D4	Growth Hacking & Marketing Part 1B 03/02/20 12:00 - 16:00	Learn how to optimise your own media for the most common consumer behaviour of Search.	Off Site Search Optimisation	
D5	Growth Hacking & Marketing Part 2A 10/02/20 12:00 - 16:00	Now you are in the stores and people can download your work. How do you get people to find you, learn more about you and buy your music. Your website and digital presence is optimised for search. What else can you do?	Learn how to use Automation tools, Evaluate Influencers, Pod Tech, Viral Tech, PR Tech	
D6	Growth Hacking & Marketing Part 2B	What Paid Media Options can you use?	Learn how to set up a Facebook Ad, Google Ads, YouTube Ads	

	17/02/20 12:00 - 16:00			
D7	24/02/20		READING WEEK	
D8	Creative Assets 05/03/20 12:00 - 16:00	You are in stores, Website and social media is all optimised and automated where possible but you need some nice visuals and videos to wow them.	Learn how, to create images, video, mini games and other marketing creative and collateral, quickly without involving a designer.	
D9	BlockChain, AI, Advanced Tech 12/03/20 12:00 - 16:00	Music and BlockChain, Digital Rights Management. Artificial Intelligence, Crowdfunding	How can you use these Advanced technologies?	
D10	Augmented Reality 19/03/20 12:00 - 16:00	Learn to create AR experiences to help with engagement and virality	Learn how to create an AR Experience	
D11	Video Game Engines (OR Video Editing) 26/03/20 12:00 - 16:00	Mobile Apps and Podcasting	LEarn how to create a mobile App and a Podcast	