



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Swansea
College of Art
Founded 1853

School of Fine & Media Arts

BA Music (Performance and Production)

Business, Marketing & Self-Promotion



LEVEL 6

2017-18

Module Title: Business, Marketing & Self-Promotion

Module Code: Level 6

20 Credit Module

Lecture Room: AB203

Monday 10am – 2pm (Semester 1)

Module Coordinator: Neil Dyer

email: neil@neodynamic.co.uk

jenn.kirby@uwtsd.ac.uk

SYLLABUS

This module begins by addressing the first aim with a series of illustrated lectures. In relation to this subject material, students will normally be asked to form working groups with a view to preparing a basic business plan that illustrates a proposed business venture by that group. Continuous feedback will be given through group discussions and critiques. The latter half of the year will be increasingly dedicated to the second aim. Delivered through further illustrated lectures, together with industrial examples and references to previous displays/exhibitions, a major portion of the time will be divided on implementing individual development of the portfolio and specifically their major project work. The student will also be required to demonstrate their ability to take advantage of web based promotion and information systems by producing an actual or simulated on line presence, utilising the underpinning skills developed in previous modules.

- Business plans
- Formal financial applications
- Costing techniques
- Professional bodies
- Design and the law: codes of professional conduct, copyright, contracts, invoices, consumer rights, insurance protection, liability, reports.
- Sole Trader, Partnership, Limited Company, tax laws, employee's rights.
- Self-promotion
- Networking
- Effective presentation
- Marketing your work
- Design and Presentation Techniques
- Writing and design of C.V's
- Recruitment agencies and design groups
- Display concepts and alternatives
- Time management

AIMS

- To develop the capacity to function effectively as an employee or contracted individual / operate profitability on a self-employed basis.
- To enable students to promote and present themselves, they're Major Project and their programme portfolio professionally and with confidence.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- 1 The ability to devise an effective business plan.
- 2 Strategies for determining the cost of their services and/or products.
- 3 Knowledge of practical and hypothetical situations in preparing, advertising and marketing themselves, their Major Project and programme portfolio
- 4 Conceptual and expressive skills in the design, presentation and promotion of their work

MODULE EVALUATION

At the end of the module you will be asked to complete a module evaluation form. Please refer to the learning outcomes when making your evaluation.

TIMETABLE

The course is taught over a twelve week period, starting in week one of semester one. There will be a feedback and tutorial week in week six. There will be a final feedback session in week 12.

BIBLIOGRAPHY

Essential

Lathrop, T. (2003) Billboard books This Business of Music Marketing & Promotion. Billboard books

Harrison, A. Virgin Books (2008) Music: The business – The essential Guide to the law and Deals

Gordon, S. Backbeat books (2005) Future of the Music Business: How to Succeed with the new digital technologies

Abbot K., Pendlebury N. (1993) Business Law (6th Ed)

Abbot, R., Seven Locks Press (1997) Art & Reality; the new standard reference guide and business plan

Journals

Business Source Premier

Marketer

Marketing Week

Marketline

Music Business International

Websites

<http://www.ipo.gov.uk/>

<http://www.aandronline.com/>

<http://www.thebuzzfactor.com/>

<http://www.knowthemusicbiz.com/>

<http://www.prsformusic.com>

<http://www.musicweek.com/>

<http://www.musiciansunion.org.uk/>

<http://www.welshmusicfoundation.com/>

<http://www.own-it.org/>

<http://www.bized.co.uk>

<http://www.bytestart.co.uk>

COURSE OUTLINE

Week:	Date:	Business, Marketing & Self-Promotion
1	2nd Oct	Introduction to module and assignment hand out.
2	9th Oct	Self-Evaluation (CV, Application & Interviews)
3	16th Oct	Researching the Market & Scanning the Environment (Taking a Snapshot)
4	23rd Oct	Business Planning – The Formal Stuff (Structure, Legal)
5	30th Oct	THE BUSINESS MODEL CANVAS 1. Value Proposition (including SWOT Analysis, self-evaluation, product/service) 2. Customer Segments (market research, who) 3. Channels (distribution)
6	6th Nov	FEEDBACK TUTORIAL WEEK
7	13th Nov	4. Customer Relationships (how to Get, Keep, Grow customers – marketing, self-promotion, elevator pitch, relationship marketing, networking)
8	20th Nov	5. Revenue Streams (where's the money, 'pricing is the tactic' – work value, how to be profitable) 6. Resources (Assets, skills, equipment, IP, human)
9	27th Nov	7. Partners (Networking and contacts: suppliers, supporters, legal, alliances) 8. Key Activities (what will you be doing, what skills will you be using, what will take place) 9. Cost Structure (key costs, budgets)
10	4th Dec	Self-study and assignment preparation
11	11th Dec	1-2-1 Assignment Support Slots <i>Assessment Submission Deadline Week</i>
12	8th Jan	Feedback to students and module evaluation

ASSESSMENT Synopsis

Coursework 100%

This module consists of a series of lectures and exercises that are designed to help you understand and prepare for a career in music. Following each lecture notes will be uploaded to Moodle in the form of a PowerPoint presentation or simple document. Using these as a base and supplementing them with information gathered or prepared by yourselves (including tasks /responses to exercises) you are required to put together a portfolio containing the following:

1. An A3 Business Model Canvas of their idea, including key bullet points. (70%)
 - a. Supporting this, a single page of explanation/underpinning for each of the nine sections which can highlight research, theory and justification.
 - b. In addition, and to be referred to in the supporting pages, the following:
 - i. SWOT Analysis of their business
 - ii. Basic competitor analysis (who, where, what, how much)
 - iii. General market review – PESTEL review (Political, Economical, Socio-cultural, Technological + Legal + Environmental)
 - iv. Pricing Proposal and Profit Projection
 - v. Basic Marketing/Promotional Plan
2. A draft but complete Promotional Video (either a straight promo video or pitch proposal - such as a Powerpoint presentation with narration) (20%)
3. A completed and professional CV (10%)

Together these should demonstrate: -

1. A knowledge of organisations and procedures pertinent to the profession.
2. Ability to market work and evaluate its worth.
3. Ability to plan, conceptualise and design integrated promotional packages.
4. Ability to promote yourself and your work in a professional manner.

The tasks are delivered in a series of sequential exercises and experiences. It will require the student to source and retrieve information relevant to the context of the various exercises, evaluating the evidence collected and formulating your own arguments to resolve the range of problems identified.

To achieve the outcomes, you will need to demonstrate that you have independently picked up on each of the topics discussed in the lectures and can self-manage to meet the requirements set.

The various exercises and tasks that accompany the main project support the development and understandings needed to do well. Check that you have met all the tasks and have them covered in your responses. (Please note that for 'literature', this module accepts any relevant research materials – it is up to you to explain and justify the various relevancies).

The contents of the portfolio is to be discussed and agreed with the lecturer. It might likely contain: a business plan, cost analysis report, marketing strategy, CV and audio-visual material.

Assignment due: 15th December 2017

FEEDBACK

Written feedback: 12th January 2018

Feedback is an essential part of all education and training programmes. It helps learners to maximise their potential at different stages of training, raise their awareness of strengths and areas for improvement, and identify actions to be taken to improve performance.

Feedback can be seen as informal (for example in day-to-day encounters between teachers and students or trainees, between peers or between colleagues) or formal (for example as part of written or clinical assessment). However, there is no sharp dividing line between assessment and teaching in the area of giving feedback on learning. Feedback is part of the overall dialogue or interaction between teacher and learner, not a one-way communication.

During your studies you will therefore receive feedback in many ways, including the following:

- Dialogue between teachers and students in formal classes
- Direct questions and responses from teachers inside and outside formal classes
- Email correspondence between teachers and students
- Interactions between students and teachers using Moodle
- Informal comments and responses to work undertaken in classes
- Comments and annotations added to written submissions, such as essays and reflective journals
- Formal written feedback in response to assignments recorded on the summative assessment module feedback forms