

HE Scheme of Work 2019/20

Level of study	7
Module title	Principles of Marketing / Entertainment Marketing module (MB/IMM)
Module leader	Tim Ferrone
Module learning outcomes (MLOs)	1. critically evaluate and analyse complex and dynamic marketing theories, strategies and practices within the specialised context of music and entertainment; 2. develop and present innovative and mixed media marketing strategies and tactics for commercial music campaigns across all forms of media.

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?) Your scheme <i>must</i> include the following colour coding Practical Activity or Theoretical Activity	Session resources <i>These should be hyperlinked where appropriate to the location of the resource</i>	Key Dates (Formative & Summative Assessment Points Feedback Deadlines Exam Boards CCM, EvaSys, NSS, Showcase, IW)
1	A Brief History of Modern Marketing 14/01/20	Summarise the basics of contemporary marketing practice, and its place in a historical context	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: TBC	

2	Marketing Fundamentals 14/01/20	Summarise the fundamental principles that underscore marketing processes in music and other industries alike	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: TBC	
3	Branding, target audience and using the former to deliver the latter 21/01/20	- Summarise the principles and benefits of establishing a strong brand, and techniques to help identify and define a target audience - Analyse and implement the means of utilising branding to help establish and grow a specified target audience	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: TBC	

4	The marketing plan 21/01/20	- Summarise the function and content of a marketing plan. - Analyse relevant principles in order to implement in the drafting of student's own marketing plans	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: TBC	
5	The art of campaign management 28/01/20	Develop and refine student understanding of the processes involved in practice of campaign management	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: TBC	

6	Harnessing promotion to amplify the marketing message 28/01/20	Develop and refine student understanding of applying both traditional and contemporary promotions processes across a range of different channels	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: TBC	
	4/02/20				READING WEEK
7	Digital Marketing strategies 11/02/20	- Summarise the various means of applying marketing practice across a range of digital channels, and harnessing the opportunities that this presents - Analyse potential developments in digital marketing practice	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: TBC	

8	Marketing Pitch teams exercise overview 11/02/20	• Understand the summative assessment content, learner outcomes and processes • Develop, and write a business plan.	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: • TBC	
9	Marketing live performances 18/02/20	• Summarise and analyse the principles of marketing as applied to the live music industry, incorporating headline show and festival events	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: • TBC	

10	Marketing Pitch teams exercise presentations and feedback 18/02/20	Pitch a business proposal and plan to a potential stakeholder.	Topic introduction (30 minutes) - the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's current understanding of the subject. Presentation from discipline leader (1 hour) - the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: TBC	
	SUBMISSION WEEK				
	HE CHRISTMAS BREAK				
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How will you engage with the following specifically for this module? :	
Consideration of different pedagogical approaches	Mixture of practical, group work and masterclasses
Core skills team(maths and English)	N/A
NTU Library services	Online library access and LinkedIn Learning introduction session.
NTU Employability team	N/A
SST	N/A
ALS - Access plans, inclusive sessions and resources	N/A
Guest lectures	Regular Guest lectures organised by Academic Team
NOW learning room	Class notes and resources will be made available each week.

Cert Mentor	
Peer support (level below)	N/A
Cross Course Collaboration	Students will work cross-programme, sharing discipline delivery with other Tileyard Education courses. We aim to encourage collaboration between all of these complimentary fields.
Cross CMG Collaboration	N/A
Tech/I.T In session support	Provided by lecturer and TYE Facilities Manager
Tutorial Process	Bookable through BeeBop
Sustainability	Futures Thinking: All disciplines are forward looking, and cover emergent technologies and markets as well as the current fields. Guest lectures and workshops will be held throughout the year with industry leaders, looking ahead at the future shape of the field. We aim to develop students to become lifelong learners, with a skillset and understanding that goes beyond the narrower focus of their immediate needs. Critical and Creative Thinking: The assignment briefs are kept open to allow and encourage students to explore and develop their own approach. We believe that to succeed as an industry professional, that originality and quality are both essential, and aim to encourage this philosophy in our students. Participation and Participatory learning: The students are embedded within the Tileyard community, where they will engage directly and participate with the industry. Systemic Thinking: Assignments are and disciplines are designed to ensure students synthesise and combine from all elements of their studies.