



BMTY7003

Entertainment Marketing Semester 2

Spring 2018

MODULE CODE: BMTY7003
TITLE: Entertainment Marketing
DATED: 07/12/2016

LEVEL: 7
CREDITS: 20

JACS CODE: W375

INTRODUCTION

The module provides a critical evaluation and analysis of the principals and practices of marketing, both physical and digital, with specific reference to entertainment, youth, media and campaign driven marketing case studies. It will focus on the sociological, psychological and consumer behavioural dynamics inherent in branding, promotion and the communication of perceived value. The module will also detail new tools, techniques and case studies for digital marketing and will require students to evaluate and analyse the similarities and differences between marketing techniques in the physical and digital worlds. The impact of culture on entertainment marketing will be explored with cases being drawn from a range of national and international contexts. Small groups will be tasked with developing an on and offline marketing strategy, campaign, budget and branding exercise in conjunction with their work on the Creative Music Management module. Guest lectures and case studies on live and recent music and entertainment marketing campaigns support the module.

AIMS

- The systemic and critical understanding of knowledge and evaluation of marketing theory, techniques and practices in the complex environment of media, broadcast, digital, outdoor, experiential, live and interactive marketing inherent in music and creative campaigns.
- To be able to develop a complex marketing strategy, budget and project plan for a creative music campaign across all forms of media and retail.

LEARNING OUTCOMES

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

- critically evaluate and analyse complex and dynamic marketing theories, strategies and practices within the specialised context of music and entertainment;
- develop and present innovative and mixed media marketing strategies and tactics for commercial music campaigns across all forms of media.

INDICATIVE CONTENT

- Analysis of marketing theories and practices: market segmentation, targeting, positioning, sales, consumer behaviour, the psychology of marketing, the impact of culture and the perception of value.
- Evaluation of marketing tools, techniques and practices across the dynamic media, platform and new technology landscape in a global business framework.
- A critical analysis of the differences between marketing in the physical and digital worlds and the dynamic interplay in marketing campaigns between both worlds.
- Multiple current case studies of music and mixed media entertainment marketing campaigns, how they are devised, executed, monitored and react to change.
- Development of integrated marketing strategies which harness a range of communication and presentation tools to a high standard in the processes of researching, collating, presenting and executing marketing campaigns.

LEARNING AND TEACHING STRATEGY

The first phase of the module will be delivered through a series of lectures on the theory, history, nature and components of marketing. Guest lectures will focus on current and recent music marketing campaigns and how they were devised, executed and monitored and how they responded to dynamic change.

This is followed by an opportunity to work in groups to formulate and execute a professional commercial marketing strategy for an independent music artist of their choosing.

The module will conclude with a series of presentations, group reflections and feedback on strategies, tactics, deliverables and challenges faced. Throughout the module, case studies will be used to illustrate alternative approaches and elicit critical responses and students will be supported in the development of their group strategies with peer to peer feedback and personal tutoring.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 75% Report (4,000 words)

Assemble a marketing report comprising of the strategy, budget, timeline, project plan and asset deliverables for the release of an original artist's album, single, national and international promotion and UK / European live promotional tour.

Assessment Component 2 – 25% Presentation (10 minutes)

Present the marketing strategy, budget, timeline and market analysis for an original artist's album release campaign across all media.

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	75
Practical	25
TOTAL	100%

Reading list	Online access / Hard copy
Essential	
Kotler, P.; Armstrong, G.Wong, V.; Saunders, J.; (2014) Principles of Marketing, 14 th Ed. London: Financial Times	Online access
King, M (2009) Music Marketing: Press, Promotion, Distribution, and Retail, Berklee Press Publications	Currently not available for UWTSD London campus students
Godin, S (2008) Tribes: We need you to lead us, Piatkus	Currently not available for UWTSD London campus students
Further Reading:	
Baines, Chris Fill Paul (2014) Marketing, 3 rd Ed, Oxford: Oxford University Press	Hard copy
Blythe, Jim (2012) Essentials of Marketing, 5 th Ed, Harlow: Financial Times Prentice Hall	Hard copy
Bounds, Andy (2010) The Jelly Effect: How to Make Your Communication Stick, Chichester: Capstone.	Hard copy
Brown, Eileen (2012) Working the crowd: social media marketing for business, 2 nd Ed, London: British Computer Society	Online access
Chaffey, David (2012) Digital marketing, strategy, implementation and practice, Harlow: Pearson	Online access
Chaffey, David (2013) Emarketing excellence planning and optimizing your digital marketing, 4 th Ed, London: Routledge	Hard copy / Online access
Damian, Ryan (2012) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, UK: Kogan Page Limited	Online access
Jobber, D. (2009) Principles and Practice of Marketing. USA. McGraw Hill	
Kubacki, Krzysztof, Croft, Robin (2011) Markets, music and all that jazz in <i>European Journal of Marketing</i> , 2011, vol 45 (5), pp 805-821	Online access
Journals: Arts Marketing (ProQuest ABI/INFORM Collection) International Journal of Music Business Research (DOAJ Directory of Open Access Journals) Journal of Consumer Marketing (ProQuest ABI/INFORM Collection) Journal of Consumer Research (Business Source Complete) Journal of Marketing (Business Source Complete) Journal of Marketing Management (Business Source Complete) Journal of retailing and Consumer services (Elsevier SD Freedom Collection) Music Business International (ProQuest ABI/INFORM Collection)	
Websites: Music Think tank http://www.musicthinktank.com/ 101 Resources for Marketing Music http://www.unsignedbandpromotion.com/resources-marketing-music/#.WCMFQGqLSU Arts and Media: www.artsandmedia.org	

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes X
	No
If yes please provide brief details (no more than 100 words):	
The module provides students with the practical and analytical skills in marketing management. The focus on digital marketing means that resources can be used in both more economical and environmentally more sustainable ways. In addition, students are also exposed to the ethical aspects of marketing and are challenged to question conventions and explore related areas of interest. Students are encouraged to approach marketing in an integrated, resource sustainable manner within a global environment as opposed to just operating in a local context.	