

Module Specification

Module Title: Specialist Group Study Music Business 2 (Artistic Development)

Module code:	HBAMBU005	NQF level:	Level 5
Credit value:	30 credits	Semester of study:	1 and 2
Module type:	Compulsory	Pre-requisites:	None
Available to:	BA (Hons) Music (Business)		

Module overview

This module will facilitate the development of a mature approach to managing the process for the management and development of an artist/product, and to develop an understanding of the importance of marketing communications in a range of dynamically changing business environments. Topics will include financial management, human resource management, commercial exploitation and project management.

Aims

Building on work undertaken in the Specialist Group Study Music Business 1 (Marketing) module, this module offers students creative challenges for the management of a 'live client/product' who/that needs to maintain a competitive edge in an area of the commercial music industry. Therefore students engage with detailed consideration of the management tasks and their roles and responsibilities within small teams.

The module aims to:

1. Offer students creative challenges for the management of a 'live client/product' who/that needs to maintain a competitive edge in an area of the commercial music industry.
2. Engage with detailed consideration of the management tasks and students' roles and responsibilities within small teams.
3. Enhance the knowledge and skills needed to effectively develop and promote an artist's/product's development through the process of market communications in the context of external factors.
4. Address the business concepts behind branding and the management of the identity of an artist or service, for example songwriter or producer.

Learning outcomes

On successful completion of this module, students will be able to:

1. Critically appraise a marketing strategy in the context of financial management, project management and human resource management appropriate to a product/artist.
2. Identify and apply commercial exploitation to creativity by working with a management team(s) examining the process for the management of creative projects applying appropriate techniques and solutions linked to a product/artist.
3. Critically analyse current and future trends that impact and influence marketing communications and the management of the music and media industries (globalization, new technologies, etc).
4. Critically evaluate team working and project management skills such as conflict resolution, negotiation, problem solving and responsibility.

Learning and teaching methods

Delivery method will allow students to divide their time between **lectures** and **workshops**.

Lectures. Students will acquire knowledge relating to the project management of artistic development. They will deliver key information in order to promote discussion and the sharing of ideas within a workshop environment.

Workshops. With tutor support, students will work as part of a project team who will source a client or product to develop and promote. Students will engage with a range of marketing and communication activities to ensure that they can account for the development stages and final product. Students will consider how small teams work to initiate and develop the career of an artist whilst working on the practicalities associated with a launch of an artist or product.

Contact hours and directed study (over semesters 1 and 2)

Delivery type	Student hours
Indicative hours for learning and teaching activities	42 hours
Indicative hours of directed study	258 hours
Total hours (100hrs per 10 credits)	300 hours

Opportunities for formative feedback

Formative assessment will be given on a weekly basis during workshop activities.

Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Group marketing strategy and plan delivered as a presentation	20 minutes	25%	2, 3
Strategic plan	2500 words	50%	2, 3
Individual evaluation report	1500 words	25%	1, 4

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Group marketing strategy and plan delivered as a presentation	20 minutes	25%	2, 3
Strategic plan	2500 words	50%	2, 3
Individual evaluation report	1500 words	25%	1, 4

Indicative Reading List

Essential:

- Fill, C. (2009) Marketing Communications. 5th Edition. London: Prentice Hall.
- Hart, N. (1995) The Practice of Advertising. London: Butterworth Heinemann.
- Hesmondhalgh, D. (2007) The Cultural Industries. London: SAG.
- Gorzynski, B. (2009) The Strategic Mind: The Journey to Leadership Through Strategic Thinking. Management Books 2000 Ltd.
- Morgan, G. (2006) Images of organization. Thousand Oaks: Sage Publications.
- Percy, L, Rossiter, J & Elliott, R. (2012) Strategic Advertising Management. Oxford University Press.
- Pickton, D & Broderick, A. (2005) Integrated Marketing Communications. London: Prentice Hall.
- Sutton, S, Bagozzi, R, Gurhan-Cauli, Z, Priester, J. (2002) Social Psychology of Consumer Behaviour. Open University Press.