

Module Specification

Module Summary Information

1	Module Title	Music Industries Promotional Practices
2	Module Credits	20
3	Module Level	5
4	Module Code	MED5178

5	Module Overview
<p>Building upon on a number of media production skills established at Level 4, <i>Music Industries Promotional Practices</i> will introduce you to concepts, principles, and practices related to the promotion of music, and musical acts. In this module you will explore and develop promotion and PR techniques and gain insight into how music industries workers build successful working relationships with music and other interrelated media. You will develop a working knowledge of marketing and PR theory applied to music promotion practice and builds up your skills in promotional writing, visualisation, strategy development and campaign management. It also provides a practical insight into the organisation of tours, album and video releases and online promotion. This module develops individual and group project skills and a number of transferrable and critical skills.</p> <p>You will be presented with a range of critical perspectives on music, media, and PR/promotional practices. The module provides a space to discuss and consider these perspectives in relation to students' own experiences, opinions, and practice.</p>	

6	Indicative Content
<ul style="list-style-type: none"> - Lectures presenting critical perspectives on music, media, and PR/promotional practices. - Seminars and workshops to discuss and consider key themes, arguments, and ideas. - Workshops for the development of practical work. 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Develop a music promotional strategy informed by relevant market research and examples of industry practice.
2	Apply production skills to create and present promotional materials tailored for a target audience.
3	Evaluate the success of the materials produced in relation to a target audience.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1	X		
2	X		
3	X		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200