



Module Definition Form (MDF)

Module code: MOD010768	Version: 1 Date Amended: 22/Jan/2025
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1. Module Title
Music Marketing and Promotion

2a. Module Leader
Sven-Amin Lembke

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Music Performance, BA (Hons) Music Production, BSc (Hons) Audio and Music Technology		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The Music Marketing and Promotion module allows you to develop and broaden your entrepreneurial skills within the music industry further. You will learn from professionals with extensive industry experience and/or benefit from visiting speakers who will contribute specialist knowledge. You will learn about marketing campaigns, investigating how businesses launch and establish a brand, and how they rely on digital marketing data and analytics. You will also consider music journalism and promotional writing, learning how to tailor your writing to the markets and audiences you intend to reach. Furthermore, you will explore the management of live music events, which currently is at the heart of the music industry and brings with it a unique set of challenges, together with the management and development of new musical artists.

6b. Outline Content

- music marketing and promotion
- brand development
- social media
- press kits and pitching
- music journalism
- live event management

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Acquire market insight by identifying and analysing relevant music-related markets, their dynamics, and the preferences of target demographics.
2	Knowledge and Understanding	Demonstrate knowledge of the affordances of contemporary technologies in the production, dissemination and promotion of musical artefacts and media.
3	Intellectual, practical, affective and transferrable skills	Develop marketing and promotion strategies through careful consideration of the scale and effectiveness of campaigns and their budgetary implications.
4	Intellectual, practical, affective and transferrable skills	Create promotional materials, both in writing and through multimedia, to appeal to a variety of audiences.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	24	1-4	12 x 2 h lecture-seminar
Student managed learning	126	1-4	Independent study
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Portfolio comprising business plan, marketing campaign and other promotional materials (equivalent to 3,000 words)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]