# Module Definition Form (MDF)

| Module code: MOD010768 | **Version:** 1 **Date Amended:** 22/Jan/2025 |
|---|---|

| 1. Module Title |
|---|
| Music Marketing and Promotion |

| 2a. Module Leader |
|---|
| Sven-Amin Lembke |

| 2b. School |
|---|
| Cambridge School of the Creative Industries |

| 2c. Faculty |
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| 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** |
| 2026/7 | 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**

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

| 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]**