

Title	MUSPRA 218 Music Marketing and Promotion	
Level	2	
Credit value	8	
Learning Outcomes		Assessment Criteria
The learner will:		The learner can:
1.0 Understand marketing and promotional processes as applied to a promotional campaign for an artist in the UK music industry.		<p>1.1 Compare a range of promotional materials from within an existing campaign and comment on the following:</p> <ul style="list-style-type: none"> a. The intended target audience and the effectiveness of the materials in relation to them b. Improvements that could be made in the materials. <p>1.2 Produce own promotional materials appropriate to the target audience in 1.1. The materials should be in both a physical and a digital format.</p>

Additional information about the unit	
Unit purpose and aim(s)	This unit is designed to introduce learners to marketing and promotion as applied in the UK music industry. By studying an artists promotional campaign learners will comment on the potential target audience and the effectiveness of the campaign. They will then create materials of their own in relation to that campaign.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	<p>This unit has a broad relationship with the following PLTS: Independent Enquirers, Creative Thinkers, Reflective Learners and Self Managers, specifically: IE2 IE3 IE4 IE6 CT1 CT3 RL1 RL2 RL5 SM2 SM3</p> <p>This unit has a broad relationship with the following Music Business (Label/Collecting Soc) and CCI Freelancing NOS: MB01 MB02 MB05 MB06 MB08 MB10 RCS9 RCS12 FL4 FL8 FL36 FL37</p> <p>Activity undertaken in participating in this unit may be related to the following Key Skills: Communication and ICT, specifically: C1.1 1.2 2.1 2.2; ICT 1.1 1.3 2.1 2.3</p>
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	
Support for the unit from a SSC or appropriate other body (if required)	
Location of the unit within the subject/sector classification system	Category 9 Arts, Media and Publishing Sub-sector 9.1 Performing Arts
Name of the organisation submitting the unit	Rockschool Ltd
Unit guided learning hours	60