



The Institute
of Contemporary
Music Performance

PROGRAMME SPECIFICATION

Section 1 General information
Programme Title: CertHE Music Marketing
Duration: 1 year (FT)
Intermediate Awards Available: N/A
Location of Delivery: ICMP
UCAS Code: CEMM
Relevant QAA Benchmark Statements: QAA Business and Management (2019) QAA Music (2019) QAA FHEQ (2014)
Professional, Statutory and Regulatory Bodies Accreditation: CIM Professional Competencies Framework for Marketing (2019)
Additional Versions of this programme: BA (Hons) Music Marketing
Programme Leader: Geraldine Zanaska
Updated: 28-03-24
HECoS Code: (please contact Data to assign this) <ul style="list-style-type: none">• 100643 – music and arts management• 100644 – music marketing• 100440 – digital media

Section 2	
Programme Description and Learning Outcomes	
Programme Aims and Ethos	<p>Equip students with an understanding of marketing principles, theories and practices to analyse music marketing in a range of contexts, cultures and perspectives.</p> <p>Provide students with foundational skills on strategic planning, quantitative and qualitative research, data analytics and content creation enabling them to create and execute music marketing strategies.</p> <p>Foster an awareness of the evolving landscape in the music and creative industries, with an emphasis on the application of new marketing techniques.</p> <p>Develop an entrepreneurial approach and foundational skills that promote adaptability and an understanding of global music markets.</p>
Programme Learning Outcomes	<p><i>Industry readiness & employability</i></p> <ul style="list-style-type: none"> • Develop an understanding of concepts, principles, theories, and challenges of marketing. • Gain experience with the latest industry practices, tools and innovations in music marketing. • Apply quantitative and qualitative research methods alongside data analytics models to design and implement marketing campaigns. • Develop ICT skills for content creation, and craft narratives in business and marketing communications. • Communicate with clarity engaging a diverse range of stakeholders. <p>Imagination & enterprise</p> <ul style="list-style-type: none"> • Demonstrate entrepreneurial attributes and identify opportunities for innovation and improvement. • Apply problem-solving skills to generate solutions for marketing. • Exhibit collaboration skills, working effectively with diverse teams to co-create value in music marketing projects. <p><i>Adaptability</i></p> <ul style="list-style-type: none"> • Demonstrate the ability to work in teams and contribute to collective goals. • Employ adaptive thinking to devise solutions to complex challenges.

- Demonstrate versatility, navigating work processes in both physical and digital environments.

Global citizenship

- Understand the importance of social and environmental responsibility in the context of music marketing.
- Recognise the significance of cultural diversity and its impact on marketing within the global music industry.



Section 3
Learning and Teaching Activities

ICMP’s mission is to “inspire, encourage and equip our students to succeed by delivering a relevant and innovative educational experience of the highest quality”.

The LTA Strategy defines ICMP’s approach in relation to classroom activity and the student experience, setting out our aspirations and priorities for 2019- 22, and ensuring we meet ICMP’s institutional strategic objective to achieve the highest quality of teaching and learning and deliver outstanding student and graduate outputs.

The aim of the Strategy is to articulate and implement a strategic approach to learning, teaching and assessment that:

- Delivers an education experience of the highest quality;
- Values students as active partners in learning;
- Supports student success;
- Develops academic excellence in teaching and learning.

The strategy is specifically designed to support students in meeting the Attributes of an ICMP graduate.

Industry readiness & employability are developed through:	<ul style="list-style-type: none"> • Lectures and seminars • Case studies • Tutorials • Guided reading • Simulations and experiential learning • Guided learning on Canvas (VLE) • Online discussions and activities • Reflective activities with feedback • Project work • Reflective activities with feedback • Small group and individual tutorials • Planning and executing marketing campaigns • Content creation, video, and image editing • Presentations • Tech sessions (Advanced ICT skills workshops) • External visits • Simulations • ICT activities with feedback • Research skills-based activities through subscriptions to professional publications
Imagination and enterprise are developed through:	<ul style="list-style-type: none"> • Lectures and seminars • Small group and individual tutorials • Reflective activities with feedback • Online discussions and activities • Project work



The Institute
of Contemporary
Music Performance

	<ul style="list-style-type: none">• ICT activities with feedback• Simulations• ICT activities with feedback• Research skills-based activities through subscriptions to professional publications
Adaptability is developed through:	<ul style="list-style-type: none">• Practical workshops• Planning and executing marketing campaigns• Content creation, video, and image editing• Presentations• Tech sessions (Advanced ICT skills workshops)• External visits• Simulations• ICT activities with feedback
Global citizenship is developed through:	<ul style="list-style-type: none">• Project work• Presentations• Group activities and teamwork• Tech sessions (Advanced ICT skills workshops)• Simulations• ICT activities with feedback

Section 4
Programme Structure

Programmes are made up of modules that are each credit weighted.

A core module for a programme is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module is a module selected from a range of modules available on the programme.

Level	Module Code	Module Title	Semester	Credit Weighting	Core/ Optional	Available via Distance Learning
4		Introduction to Digital Marketing	A	20	Core	
4		Communication and Content Creation	A	20	Core	
4		Music Industry Essentials	A	20	Core	
4		Music Entrepreneurship	B	20	Core	
4		Market Research	B	20	Core	
4		Music Marketing & Release Strategies	B	20	Core	

Section 5
Assessment Overview

Module Code	Module Name	Component of Assessment	Percentage Weighting	Word count / duration / production hours
Level 4				
	Introduction to Digital Marketing	CW1 Marketing Activity Report	100%	2,500 words
	Communication and Content Creation	CW1 Content Portfolio	100%	100 production hours
	Music Industry Essentials	CW1 Music Industry Essay and Diagram	100%	2,500 words or equivalent
	Music Entrepreneurship	CW1 Group Business Plan	100%	4,000 words



The Institute
of Contemporary
Music Performance

	Market Research	CW1 Market Research Project	100%	3,000 words or equivalent
	Music Marketing & Release Strategies	CW1 Music Marketing Portfolio	100%	100 production hours

Students with disabilities and/or particular learning needs should discuss assessments with the Programme Leader to ensure they are able to fully engage with all assessment within the programme.

Section 6

Graduate Attributes

The programmes at ICMP are designed to ensure that all ICMP students have the opportunity to develop the following graduate attributes:

Industry ready & employable

- Expert and highly skilled in their discipline
- Able to navigate the complexities the creative industries
- Digitally literate
- Articulate, confident and effective communicators
- Able to negotiate constructively and to influence others

Imaginative & enterprising

- Resilient to change
- Creative problem solvers
- Skilled in collaboration
- Committed to challenging established practices

Adaptable

- Adept at team-working and collaboration
- Creative in applying solutions to complex problems
- Able to work flexibly in both physical and digital environments

Global citizens

- Socially and environmentally responsible
- Community-minded
- Respectful of difference
- Sensitive to a range of cultural perspectives

These attributes are developed in the following modules

Module Code <i>List modules</i>	Industry ready and employable [Y/N]	Innovative and enterprising [Y/N]	Adaptable [Y/N]	Global citizens [Y/N]
Introduction to Digital Marketing	Y	Y	Y	Y
Communication and Content Creation	Y	Y	Y	Y
Music Industry Essentials	Y	N	N	Y
Music Entrepreneurship	Y	Y	Y	Y
Market Research	Y	Y	Y	Y
Music Marketing & Release Strategies	Y	Y	Y	Y

Section 7

Additional Information

More information about this programme is available from:

- icmp.ac.uk
- ICMP Dashboard: <http://home.icmp.ac.uk/>
- Programme Handbook
- Canvas
- ICMP Academic Regulations

Additional costs

The CMA (Competition and Markets Authority) requires that information be provided about all significant and specific costs (eg. equipment, excursions) that are not included in the fees.

N/A