

CCSMB4

Support music industry promotional activities



Overview

This unit is about assisting with the promotional activities involved in artist promotion for an album release, event, product launch or concert. This includes preparing for, co-ordinating and administering a promotional activity.

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Performance criteria

Prepare for a promotional activity

- You must be able to:*
- P1 source appropriate venues
 - P2 assist the radio pluggers
 - P3 maintain press contact lists
 - P4 liaise with artist management
 - P5 liaise with creative / design / advertising agencies
 - P6 proof read and manage proof process internally
 - P7 produce promotional materials
 - P8 mail out to press and industry

Co-ordinate a promotional activity

- You must be able to:*
- P9 co-ordinate and attend press launches and showcases
 - P10 manage the diaries of product managers and artists
 - P11 organise internal and external meeting
 - P12 liaise with retailers on marketing ideas
 - P13 work with sales department to get best deal out of retailers
 - P14 co-ordinate point of sale

Administer a promotional activity

- You must be able to:*
- P15 arrange travel and accommodation for managers and artists
 - P16 liaise with artist relations on artist requirements etc
 - P17 collate press cuttings

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Knowledge and understanding

You need to know and understand:

- K1 the music industry
- K2 different international and territorial markets
- K3 the marketing process
- K4 promotional techniques
- K5 different types of press
- K6 how to provide good customer service
- K7 how to utilize interpersonal skills
- K8 how to be calm under pressure
- K9 how to work to deadlines
- K10 how to manage your time
- K11 the life cycle of a record release
- K12 different media/promotional products, magazines and contacts

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Developed by	Creative and Cultural Skills
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Validity	Current
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Status	Original
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Originating organisation	Creative and Cultural Skills
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Original URN	MB4
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Relevant occupations	Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Artistic and Literary Occupations; Communications; General; Secretarial and Related Occupations; Elementary Administration Occupations; Elementary Sales Occupations
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Suite	Music Business (Record Labels)
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Key words	publicity, promotion, advertising, music, record, recording, CD, album, launch, concert, gig show, event
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