

## CCSMB5

### Market and sell new and back catalogue music releases



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#### Overview

This unit is about providing support throughout every stage of marketing and selling new and back catalogue releases. It includes knowing your market and how consumers consume music. You will work with colleagues at every stage of the process from idea through to point of sale. You will implement a marketing plan with success criteria such as Album of the Week, poster / bag / postcard / badge give-aways, marketing packs and web site competitions.

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### Performance criteria

#### Develop ideas

*You must be able to:*

- P1 research and assess the market for a business
- P2 decide on the most effective way of promoting and marketing a business
- P3 implement a budgeted marketing plan, with targets and success criteria, to promote releases
- P4 identify what potential consumers need and plan and focus a business around meeting those needs
- P5 attend and prepare for Record Company meetings
- P6 assess market potential for product and determine likely product lifecycle
- P7 identify competitive products and associated promotional activity, or carry out 'competitive analysis'
- P8 present a business to potential customers, investors or stakeholders

#### Scrutinise statistics and data to support ideas

*You must be able to:*

- P9 edit down Record Company reports into useful documentation for the Sales Team
- P10 generate sales data and produce analysis

#### Work with products

*You must be able to:*

- P11 liaise with the Label Product Managers to ensure timely delivery of point of sale
- P12 prepare formats of music files for various mediums of distribution

#### Work with the sales team

*You must be able to:*

- P13 administer, co-ordinate and check all samplers and sales notes to the Sales Team
- P14 order and distribute samplers to reps, listening posts, exporters, sales managers, record library, and key stores
- P15 organise artist section of Sales Meeting by distributing music and packs, and giving assistance with the running of the meeting
- P16 authorise and arrange returns

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### Knowledge and understanding

*You need to know and understand:*

- K1 music, the music industry and the artists you represent
- K2 the product lifecycle
- K3 how businesses can understand their market and competition
- K4 the importance for a business of focussing on customer needs
- K5 how successful businesses have achieved this
- K6 examples of successful marketing campaigns and why they worked
- K7 ways you can promote a business without spending money
- K8 how to administer in an office environment
- K9 how to develop within the Product Management field
- K10 how to use your own initiative in terms of problem solving

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<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Creative and Cultural Skills
<b>Original URN</b>	MB5
<b>Relevant occupations</b>	Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Artistic and Literary Occupations; Communications; Secretarial and Related Occupations; Elementary Administration Occupations; Elementary Sales Occupations
<b>Suite</b>	Music Business (Record Labels)
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