

## CCSMB16

Identify and recommend music with commercial potential that is viable for the company



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### Overview

This unit is about you working to identify music products with commercial potential and will involve you liaising with artists and colleagues at all levels. A passion for music and a deep understanding of the different genres of music is crucial to this role. You must be able to evaluate music to determine the merits and shortfalls of pieces and types of music and report these findings to your colleagues. This role will also involve you liaising with colleagues, recording companies and publishers

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### Performance criteria

#### Support the development of music products with commercial potential

*You must be able to:*

- P1 identify music products with commercial potential
- P2 determine the merits and shortfalls of pieces and types of music and report findings to appropriate colleagues
- P3 assist in selecting appropriate promotional routes for different types and pieces of music

#### Communicate with artists and colleagues effectively

*You must be able to:*

- P4 communicate effectively with artists and colleagues to ensure positive working relationships are maintained
- P5 respond promptly to requests for information from artists and colleagues
- P6 provide accurate information to artists and colleagues, meeting deadlines where necessary

#### Articulate why artists/writers are artistically right for company

*You must be able to:*

- P7 identify appropriate music that matches the company's key markets
- P8 provide justification to support your choices and recommendations

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### Knowledge and understanding

*You need to know and understand:*

- K1 how to spot artists with commercial potential
- K2 how to distinguish between genres of music
- K3 the different promotional routes for different genres of music
- K4 your organisation's rules and procedures for recommending selections to publishers
- K5 how to communicate effectively with artists and colleagues
- K6 types of music beyond your own subjective taste

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**Developed by** Creative and Cultural Skills

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**Relevant occupations** Performing Arts; Crafts, creative arts and design; Artistic and Literary Occupations; General; Secretarial and Related Occupations; Elementary Administration Occupations

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**Suite** Music Business (Record Labels)

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**Key words** talent spotting, potential, recommend music, commercial potential, evaluate music, genres, record label, artists,