

## CCSMP01

# Contribute to the development and design of promotional material for a music publishing organisation



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### Overview

This unit is about you supporting the development of promotional material used by a music publishing organisation. You will need to understand all the processes involved in marketing and promotion, where the production and distribution of publicity material fits into this, and why it is important. For the purpose of this unit promotional materials may be either printed copies or digital content.

Excellent communication skills are required to develop positive working relationships both internal and external to the organisation. See also MP31 Communicate effectively in a music publishing organisation

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#### Performance criteria

*You must be able to:*

- P1 identify the purpose of different promotional materials, the intended consumers and the resources available to produce new materials
- P2 identify and assess the suitability of existing material for the intended consumers
- P3 suggest new material that meets the identified requirements
- P4 identify with the appropriate person/authority the resources and timescales needed to produce the material
- P5 assist with the communication with designers, printers and publishers to ensure the material is produced and delivered in accordance with agreed requirements
- P6 suggest how maximum consumer visibility and access may be achieved
- P7 assist with the monitoring of the allocated budgets, liaising with the appropriate people on any activity that may require expenditure
- P8 ensure the material is produced to specification, budget and is delivered to the agreed timescale
- P9 ensure the content of the material is accurate, valid, reliable, honest and meets the needs and interests of the intended consumers
- P10 ensure completed materials are sited/distributed in the specified manner
- P11 report matters that could adversely affect the development of material to the appropriate person
- P12 predict and evaluate the outcome of promotional materials
- P13 write in a style that engages customers

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#### Knowledge and understanding

*You need to know and understand:*

- K1 the type and quantities of resources available and required for the production process
- K2 factors likely to affect the timescale and who should be involved in agreeing the timescale for production
- K3 the overall plan for the project on which you are working
- K4 sources of assistance and information and how to access them
- K5 the organisations involved in the production process and the nature of their involvement and responsibilities
- K6 the target market in order to write engaging copy
- K7 techniques for the prediction and evaluation of promotional materials

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**Originating organisation** Creative and Cultural Skills

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**Relevant occupations** Business, Administration and Law; Arts, Media and Publishing; Crafts, creative arts and design; Administration; Marketing and sales; Artistic and Literary Occupations; Secretarial and Related Occupations; Elementary Administration Occupations

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**Suite** Music Business (Publishing)

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**Key words** Music publishing, mail outs, mail distribution

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