

CCSMP10

MP10 Seek placement of music publishing products on external websites



Overview

This unit is about effectively negotiating with external organisations to seek placement of your organisation's products on their websites. You will need to have excellent communication and negotiation skills. You will also need to fully understand your product and its target audience and what websites they might visit.

See also MB17 Contribute to assessing the impact of emerging technology for the music business

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Performance criteria

- You must be able to:*
- P1 explore new initiatives that will result in increased sales of products
 - P2 identify potential web sites for the placement of products that are appropriate to your target market
 - P3 assist with negotiations to explore and secure the placement of products on external websites
 - P4 assist with the preparation of materials to be placed on external websites

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Knowledge and understanding

You need to know and understand:

- K1 the importance of strong communication and negotiation
- K2 an in-depth knowledge of the target market and product
- K3 the types of website that will appeal to your target market
- K4 opportunities that may allow business development
- K5 digital rights management

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