

CCSMP13

Keep up to date with how music is used and consumed



Overview

Unit Summary

This unit is about keeping up-to-date with developments within your organisation, within music publishing and within the music sector. You will be required to maintain an awareness of trends and developments that may affect the demand for music and embrace the change and challenge brought about by such trends and developments. In addition you are expected to develop networks and make use of personal contacts and networks to help provide you with a wide range of information, support and skills.

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Performance criteria

You must be able to:

- P1 carry out ongoing research using a variety of information and references to help you keep up-to-date with how music is used and consumed
- P2 identify trends and opportunities within music publishing as well as other areas of the music business
- P3 present clear and accurate information derived from your research to appropriate people
- P4 identify and pursue opportunities to make new contacts and expand your networks
- P5 identify how new contacts can add value to the services you provide now and in the future
- P6 make sure that your relationships with contacts follow any guidelines set by your organisations
- P7 establish boundaries of confidentiality between yourself and members of your personal networks
- P8 keep up to date with your networks and contacts, and identify improved ways of using them
- P9 identify ways to improve the quality of information you get from contacts and network organisations

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Knowledge and understanding

You need to know and understand:

- K1 where to find information and advice about trends and opportunities affecting the demand for music
- K2 the impact of emerging technologies on the music industry
- K3 the importance of keeping abreast of current trends
- K4 how to present information in a clear and accurate way
- K5 how to listen and question
- K6 how to exchange information
- K7 the importance of maintaining confidentiality
- K8 your colleagues' and contacts' interests, skills and preferred ways of working with you
- K9 how to identify, build and maintain personal contacts and form networks
- K10 the way your organisation networks with other organisations

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