

## CCSMP22

### Identify and recommend music and lyrics with commercial potential for publication



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#### Overview

This unit is about you working to identify compositions and songs with commercial potential that may be available for acquisition by your organisation. A passion for music and a deep understanding of the different genres of music is crucial to this role. This role will also involve you liaising with others working in the music industry.

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#### Performance criteria

*You must be able to:*

- P1 liaise with performers, recording artists or their managers or record labels and colleagues at all levels
- P2 listen to recordings containing new compositions or songs that have yet to be assigned to a music publisher and make recommendations.
- P3 listen to demos, attend live events and read manuscripts as appropriate and make recommendations.
- P4 identify music and lyrics where those compositions are still owned by the original composer which may have commercial potential
- P5 identify musical compositions and songs which may have already been exploited but are no longer subject to a music publishing agreement.
- P6 be able to determine the ownership of compositions or songs to determine whether they are available for acquisition
- P7 determine the merits and shortfalls of pieces, types of music and lyrics and report findings to appropriate colleagues
- P8 assist in selecting appropriate promotional routes for different types and pieces of music
- P9 communicate effectively with songwriters, lyricists, composers or their representatives and colleagues to ensure positive working relationships are maintained
- P10 respond promptly to requests for information from songwriters, lyricists, composers or their representatives and colleagues
- P11 provide accurate information to songwriters, composers, lyricists and colleagues, meeting deadlines where necessary
- P12 identify appropriate music that matches the company's key markets
- P13 provide justification to support your choices and recommendations

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#### Knowledge and understanding

*You need to know and understand:*

- K1 how to identify composers, lyricists and songwriters with commercial potential
- K2 how to evaluate music and lyrics to determine their quality and appeal
- K3 how to read music notation where appropriate
- K4 how to articulate your judgement to your colleagues.
- K5 the music market, short, medium, and long-term
- K6 how to determine the availability of music for acquisition
- K7 the different promotional routes and different exploitation opportunities for different genres of music
- K8 compositions that infringe upon existing copyrights How to communicate effectively with composers, songwriters lyricists and colleagues
- K9 Types of music and lyrics beyond your own subjective taste

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**Relevant occupations** Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; Artistic and Literary Occupations; Communications

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**Suite** Music Business (Publishing)

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**Key words** music business, music publishing, writers, composers, commercial potential, music, lyrics,