

CCSMP23

Evaluate and select music for promotional compilations



Overview

This unit is about assisting with evaluation, selection and compilation of audio or printed music items in order to promote works, printed music items or individual composers or songwriters.

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Performance criteria

You must be able to:

- P1 attend A&R, editorial and promotion meetings to agree selection
- P2 attend recording sessions / mastering / planning meetings
- P3 commission demos and deal with demo budgets
- P4 attend artist auditions and evaluate for use on tracks and compilations
- P5 liaise with production colleagues for manufacture of printed or audio samplers
- P6 ensure involvement in the process of writing copy and creating visuals
- P7 compile mailing and circulation lists and despatch samplers as appropriate, using standard mail-out procedures
- P8 communicate effectively with writers/composers, artists and colleagues to ensure positive working relationships are maintained

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Knowledge and understanding

You need to know and understand:

- K1 how to make the most appropriate choices of music to show works, publications, composers or songwriters in their best light
- K2 all aspects of the recording process
- K3 different international and territorial markets
- K4 how to create strong effective relationships internally How to create effective relationships and networks externally
- K5 what competitors are doing
- K6 the different promotional routes for different genres of music
- K7 how to contribute ideas on innovative, cost effective methods of sending physical/digital mail outs
- K8 the types of information and material required for specific mail outs
- K9 how to proof materials
- K10 methods of distribution for mail outs
- K11 how to record and analyse responses to samplers

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Additional Information

Behaviours

1. [BEHAVIOURS]

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Developed by	Creative and Cultural Skills
Version number	1
Date approved	December 2010
Indicative review date	
Validity	Current
Status	Original
Originating organisation	Creative and Cultural Skills
Original URN	MP23
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; Elementary Sales Occupations
Suite	Music Business (Publishing)
Key words	Music Business, Music Publishing, composers, writers, lyrics, promotions, compilations, printed music, print music,