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Pearson

Higher Nationals in

Music

EXAMPLE ASSESSMENT BRIEF

Unit: **1 The Music Industry**

For use with the Pearson BTEC Level 4 Higher National Certificate and Level 5 Higher National Diploma in Music

Brief Number: 1

First teaching from September 2018

Issue 1

EXAMPLE



Edexcel, BTEC and LCCI qualifications

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Higher National Certificate/Diploma in Music

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	1 The Music Industry
Academic Year	
Unit Tutor	
Assignment Title	Revenue streams
Issue Date	
Submission Date	
IV Name & Date	

Submission Format

The submission should be in the form of a 10-minute individual presentation and 5 minutes allocated for questions. Students are encouraged to use presentation technology such as Prezi or PowerPoint. A copy or link to the presentation, along with the student's speaker notes, should be submitted before the live presentation itself. The student's research should be referenced using the Harvard referencing system. Students are also asked to provide a bibliography using the Harvard referencing system. The recommended word limit is 250–500 words, including speaker notes, although students will not be penalised for exceeding the total word limit.



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Unit Learning Outcomes

LO3 Explore the revenue streams in the music industry.

LO4 Assess which revenue streams are most relevant to personal career goals.

Assignment Brief and Guidance

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You have studied and researched the structure of the music business through sessions and understand the interlocking and ever-evolving functions within the Music Industry. You will also have explored your own career goals and where these may be situated in the complex structure of the music industry.

You will prepare a presentation in two sections. In the first section, you will explain the various revenue streams in the music industry and the potential for growth in these areas. You will need to explore a wide range of streams that cover a diverse range that incorporates potential for income generation (e.g. DJs, composers, producers, session musicians, label owners, sound engineers etc). The second part of the presentation is where you must link the revenue streams you have explained to your own area/product and map out potential revenue streams for your own career. Consideration should be given to potential income growth.

This will be a 15-minute presentation, followed by a 10-minute question and answer session.

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Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
LO3 Explore revenue streams in the music industry.		D2 Create a revenue plan for own product, including potential areas for growth
P5 Explain revenue streams in the music industry	M3 Demonstrate the importance of collection societies/performing rights societies in relation to revenue in your chosen specialist area	
LO4 Assess which of those revenue streams are most relevant to own personal career goals		
P6 Identify revenue streams relevant to own area of specialism P7 Justify the relevance of identified revenue streams	M4 Analyse the potential growth areas in chosen area of specialism	

EXAMPLE



Pearson Higher Nationals in Music

EXAMPLE ASSESSMENT BRIEF

Unit: **2 Marketing and Promotion for Musicians**

For use with the Pearson BTEC Level 4 Higher National Certificate and
Level 5 Higher National Diploma in Music

Brief Number: 1

First teaching from September 2018

Issue 1



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Higher National Certificate/Diploma in Music

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	2 Marketing and Promotion for Musicians
Academic Year	
Unit Tutor	
Assignment Title	Creating a marketing strategy
Issue Date	
Submission Date	
IV Name & Date	

Submission Format

The submission should be in the form of a 10-minute individual presentation and 5 minutes allocated for questions. Students are encouraged to use presentation technology such as Prezi or PowerPoint. A copy or link to the presentation, along with speaker notes, should be submitted before the live presentation itself. Research should be referenced using the Harvard referencing system. A bibliography should be provided using the Harvard referencing system. The recommended word limit is 250–500 words, including speaker notes, although there will be no penalising for exceeding the total word limit.



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Unit Learning Outcomes

LO2 Explore a range of marketing activities available to music industry freelancers

LO3 Design a marketing strategy to support personal career goals

Assignment Brief and Guidance

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Scenario and Task (1):

You are to explore a wide range of marketing activities available both offline and online, that are relevant to the current music industry. Online marketing activities will include exploring current social media platforms (e.g. Facebook, Instagram, Twitter, You Tube) and the tools needed to use them (content: e.g. videos, photos, live streaming, audio files); online radio stations, online networking, websites, online publications, streaming sites (e.g. Spotify, Soundcloud) and how mailing lists and how they can be effectively utilised as a marketing tool. You will compare online marketing to offline marketing and the how this has changed with the increasing reliance on digital technology (e.g. print publications/sponsorship/branding partnerships/industry networking).

You will present your findings through a presentation to a panel, using case studies to justify your points. This will be a 10-minute presentation, followed by a 5-minute question and answer session with the panel.

Scenario and Task (2):

You will explore the overview and finer details of marketing in your sessions, discussing the financial considerations and budgeting of marketing campaigns, aims and objectives, audience analysis and develop your own brand or product through your sessions.

Using your knowledge of a wide range of effective marketing activities appropriate to today's music industry, together with feedback from the panel from task 1, you will explore which marketing tools are relevant to you and/or your product, and will design an appropriate marketing strategy.

You will present your marketing plan to a panel, with examples of how your own profile would look through an e-portfolio. You will explain the benefits of each marketing activity, how easy it is to implement, how much it will cost, and the results you expect to see. This will be a 10-minute



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Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
LO2 Explore a range of marketing activities available to music industry freelancers		D2 Critically analyse the development of offline and online marketing activities in the music industry and how they could affect own marketing strategy
P3 Review marketing activities available to music industry creative and production freelancers	M2 Explain how the development of technology has impacted marketing activities for musicians	
P4 Compare the effectiveness of offline and online marketing activities		
LO3 Design a marketing strategy to support personal career goals		
P5 Identify suitable marketing activities for own personal career goal	M3 Create an online profile for you, or your product, as defined in your marketing plan	
P6 Develop a marketing plan for own personal career goal		

