

CP401 SELF-ANALYSIS

Unit Overview

Regardless of your specialism, there are no short cuts to achieving a successful career as a creative practitioner. To have a sustainable career it's all about developing skills, making great music, performing great shows, sharing what you do with your fans, building your fan-base, industry buzz and business contacts. It is vital that the latest online promotional tools and platforms are used to spread what you are and what you're doing to as many people as possible. Ultimately, it's about working hard in every area of your creative business and effectively communicating who you are and what you do to your potential audience.

With this in mind, you must start with the process of deconstructing your own brand. You will analyse and develop your own skills, knowledge and creative output in relation to the proposed marketplace you intend to enter. From here you will undertake a range of feedback opportunities that enable you to develop your own brand as well as rationalise it against the intended marketplace. Finally, you will reconstruct your own brand having absorbed and applied the learning that has taken place.

What will you learn in this unit?

This unit is designed to help you analyse and evaluate your perceived brand in the music industry. This will include:

- Understanding who you are and what you do (e.g. your creative output) in the wider context of the music industry
- Building an online profile
- Time Management
- Networking
- Upskilling in your chosen specialism to facilitate professional aims and objectives

How does the unit work?

This unit is comprised of weekly individual lessons that are available in different locations in Canvas. Students are expected to engage with course content from the following two areas:

- **Core content** relating to the analysis and evaluation of your brand
- **Supporting content** relating to the development of skills and knowledge within your chosen specialism

Core content

All students are expected to engage with the core content relating to self-analysis, which includes completion of the weekly tasks found in each lesson. The tasks are an essential part of the learning experience and provide you with the opportunity to evidence your understanding of the unit content while receiving feedback from your tutor and fellow students. In addition to your engagement with weekly tasks being an important part of your understanding and development, you will use the work you've done and the feedback you've received as part of a portfolio that you submit for assessment at the end of term.

Supporting content



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There are three options for the supporting content that relate to the development of skills and knowledge in the areas of performance, songwriting or music entrepreneurship. These are found in separate areas of Canvas and all contain weekly lessons and associated tasks. Like the core content, the feedback you receive when engaging with the supporting content should be included in the portfolio of your work to be assessed.

UNIT	CP401 Self-Analysis
WEEK 1	Introduction/Self-Branding This lecture will introduce students to the unit, including the lecture content, modes of assessment and specialist skills content supporting the concept of self-analysis. Additionally, the lecture will examine some of the 'mind management' techniques that can be applied in defining your own brand and furthering personal development.
WEEK 2	Identifying Personal Skills, Strengths & Weaknesses - Part 1 This lecture examines the principle of applying a process of self-analysis in order to ascertain individual strengths and weaknesses. It also considers the wider relevance of the development of the concept of emotional intelligence.
WEEK 3	Identifying Personal Skills, Strengths & Weaknesses -Part 2 This lecture continues to explore the importance of soft skills in high achievement and seeks to give students the necessary tools for meaningful self-analysis. Additionally, the lecture enables students to understand how existing strengths can be maintained, and areas of deficiency improved upon.
WEEK 4	Developing Personal Skills This lesson will examine the application of personal skills within the music industry as a basis for self-development.
WEEK 5	Creating a Self-Development Strategy This lesson explores conceptual theories relating to emotional intelligence for the purpose of self-empowerment and the development of a self-development strategy for a sustainable career as a creative practitioner.
WEEK 6	Personal Effectiveness and Goalsetting In this lecture we will be analysing our behavior in the context of managing our own efficiency. In particular we will consider the impact of efficiency in the context of time management, and the resultant effect it can have on our well-being.
WEEK 7	Team Roles This lesson considers a form of psychological profiling that is particularly relevant to the music business. We will consider what it can reveal about us regarding our behavioral inclinations.
WEEK 8	Formative Assessment Week/Core and Specialist Skills This week will feature a formative (developmental) assessment as a review of both cross-discipline and specialist content.
WEEK 9	The Online Profile - Part 1 This session will look at how new music business professionals should present themselves online, from personal social media and LinkedIn to blogs and personal or company websites.
WEEK 10	The Online Profile - Part 2 This lesson further explains the concepts and tools required to build and maintain an effective online marketing and social media strategy from a strategic perspective as well as focus on specific technologies and tactics.
WEEK 11	Creating a Professional Profile This lecture focuses upon the professional profile, specifically the importance of the curriculum vitae (or 'resume') in conveying our experience and skill set to potential employers.
WEEK 12	Revision Week
WEEK 13	Summative Assessment



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NOTE: All of the above weekly lessons will be delivered alongside supporting content that is designed to help you upskill in your chosen specialism.