

CP403 CAREER DEVELOPMENT

Unit Overview

The music business is not unlike any other commercial industry in that it survives or grows based on the successes and skillsets of those people employed within it. With this in mind, it is clear that in order to sustain a career within the business it is necessary not just to possess a broad set of skills, but to be able to develop and improve upon them in such a way as to supersede the performance of others.

This module seeks to support your professional aims through developing your own brand and where it fits within the industry with awareness of timescale, achievability and goal setting. Participants will conduct research and planning to realise the actions required to develop their own artistic brand. They will plan the development of their own brand towards a large-scale realisation, including the development of specialist skills that can be contextualised within the music industry.

What will you learn in this unit?

This unit is designed to help you develop key concepts relating to your perceived brand in the music industry. This will include:

- Understanding how to create an action plan for brand development in the wider context of the music industry over a specified period of time
- Goalsetting and effective practice
- Identifying your market (i.e. fans and/or clients) and the development of your relationship with them
- Market awareness and how to market yourself
- 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 development and marketing 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 career development, 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

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



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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	CP403 Career Development
WEEK 1	<p>Introduction/The USP and Your Target Audience</p> <p>This lesson will introduce students to the module, including the lecture content and how the unit will be assessed. Additionally, students will explore how to establish the creative practitioner proposition, including their unique selling point and how to clearly identify the target audience.</p>
WEEK 2	<p>The Marketing Plan</p> <p>This lesson will look at the importance of marketing and the general principles and theories involved. We will discuss why it is so important and how marketing concepts are applied to creative practitioners and the music industry.</p>
WEEK 3	<p>Sound and Vision: Product Development</p> <p>This lesson will look in depth at the visual campaign that includes artwork, videos, photo-shoots and online presence in order to help target the right media and consumers, to build brand value and identity and to provide income streams in the form of merchandise, brand sponsorships and DVD sales.</p>
WEEK 4	<p>Business Planning Part 1: Planning & Research</p> <p>This session will look at the thought and planning processes you should go through before writing a business plan.</p>
WEEK 5	<p>Business Planning Part 2: Writing Your Business Plan</p> <p>This session will look at why you need to write a business plan, the importance of constructing a business case, and what content should go into your planning document.</p>
WEEK 6	<p>Fundraising</p> <p>This lesson will look at how music companies can raise finance via grants, equity and debt, and what potential supporters will be looking for when deciding which businesses to back. It will also look at the pros and cons of allying with strategic investors and venture capital to secure funding, financial security and/or infrastructure.</p>
WEEK 7	<p>Artist Businesses</p> <p>This lesson will look at how artists structure their business affairs, and how what we have learned in this class, can be applied to a featured artist's company. We will also consider the changing artist/manager relationship.</p>
WEEK 8	<p>Formative Assessment Week/Core and Specialist Skills</p> <p>This week will feature a formative (developmental) assessment as a review of both cross-discipline and specialist content.</p>
WEEK 9	<p>Launching an Artist</p> <p>This lesson will explore the story behind successful artists and album releases, the importance of image, how the song has played a less important role over the years but is making a strong comeback due to streaming trends. We will discuss what makes a talented artist and what is required for success, including looking at a range of case studies.</p>
WEEK 10	<p>Selling Your Music</p> <p>This lesson examines the state of retail today and the various distribution channels for selling both physical and digital product. Students will learn how the digital distribution of music has enabled the development of innovative business models that incorporate subscription, advertiser-funded and bundled services alongside those based on a traditional model for selling recorded music.</p>
WEEK 11	<p>Networking</p> <p>This lesson will look at the importance of networking in the music business and exactly what that means. There will be tips and techniques for being better at networking and advice on how to better manage contacts.</p>

DIME ONLINE

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WEEK 12	Revision Week
WEEK 13	Summative Assessment

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