



The Institute
of Contemporary
Music Performance

PROGRAMME SPECIFICATION

Section 1	
General information	
	Programme Title: BA (Hons) Digital Marketing and Music Management
	Duration: 2022-2028
	Intermediate Awards Available: BA, DipHE, CertHE Digital Marketing and Music Management
	Location of Delivery: ICMP
	UCAS Code: DMMM
	Relevant QAA Benchmark Statements: QAA Business and Management (2019) QAA Music (2019) QAA FHEQ (2014)
	CIM Professional Competencies Framework for Marketing (2019)
	Professional, Statutory and Regulatory Bodies Accreditation: Chartered Institute of Marketing (CIM)
	Additional Versions of this Course: CertHE Digital Marketing
	Programme Lead: TBC
	Updated: 15.06.22
	HECoS Code: <ul style="list-style-type: none"> • 100440 – digital media • 100643 – music and arts management • 100644 – music marketing

Section 2	
Programme Aims and Learning Outcomes	
Programme Aims	<p>This programme is designed to:</p> <p>Equip students with a systematic understanding of marketing communications, concepts and practices to strategically analyse digital marketing in a range of contexts, cultures and perspectives.</p> <p>Provide students with specialist skills on strategic planning, quantitative and qualitative research, data analytics and content creation enabling them to lead on the creation and execution of innovative digital marketing strategies, through exposure to real-world scenarios and simulations.</p>

	<p>Develop a comprehensive understanding of the key concepts surrounding current music management practice, with a focus on data driven decision making and the application of new business models, new marketing techniques and new ways of exploiting intellectual property.</p> <p>Develop the entrepreneurial mindset and relevant transferable and practical skills required for an ethical career in the music ecosystem, whilst developing a deeper understanding of human behaviours in organisations.</p>
<p>Learning Outcomes What will you learn?</p>	<p>Knowledge</p> <ul style="list-style-type: none"> • Develop a systematic understanding of concepts, principles, theories, and challenges of marketing. • Exhibit a broad and thorough understanding of the core frameworks, theories, models of the current music industry management practice. • Demonstrate detailed and coherent knowledge of digital marketing strategies, practices, tools and innovations. <p>Cognitive skills</p> <ul style="list-style-type: none"> • Analyse, evaluate and apply the relevant marketing activities and frameworks in the marketing process to create customer value. • Identify and apply quantitative and qualitative research methodologies and data analytics models and techniques to inform decision-making, optimise marketing performance and drive business value. • Critically evaluate challenges and opportunities to develop and manage a music, creative or copyright focussed organisation. <p>Specialist practical skills</p> <ul style="list-style-type: none"> • Develop ICT skills to a high level, for enhancing learning and for application in content creation, storytelling, business and marketing communications. • The ability to undertake and manage a project related to own goals in the music and creative industries. • Develop and apply practical skills related to planning and managing promotional campaigns. <p>General skills</p> <ul style="list-style-type: none"> • Demonstrate the ability to think and plan strategically and make ethical decisions recognising the potential impact of economic, social and cultural differences when engaging with diverse communities, in national and international context. • The ability to work independently or collaborate as a member of a team to organise work effectively, identify problems, exercise initiative, select and implement effective solutions and meet strict deadlines and targets. • Develop career-readiness competencies essential for life in organisations within an international business environment.

Section 3

Learning and Teaching Activities

ICMP’s mission is to “inspire, encourage and equip our students to succeed by delivering a relevant and innovative educational experience of the highest quality”.

The LTA Strategy defines ICMP’s approach in relation to classroom activity and the student experience, setting out our aspirations and priorities for 2019- 22, and ensuring we meet ICMP’s institutional strategic objective to achieve the highest quality of teaching and learning and deliver outstanding student and graduate outputs.

The aim of the Strategy is to articulate and implement a strategic approach to learning, teaching and assessment that:

- Delivers an education experience of the highest quality;
- Values students as active partners in learning;
- Supports student success;
- Develops academic excellence in teaching and learning.

The Strategy is specifically designed to support students in meeting the Attributes of an ICMP graduate.

<p><u>Knowledge is developed through:</u></p>	<ul style="list-style-type: none"> • Lectures and seminars • Case studies • Tutorials • Guided reading • Simulations and experiential learning • Guided learning on Canvas (VLE) • Mentorship • Online discussions and activities
<p><u>Cognitive ability is developed through:</u></p>	<ul style="list-style-type: none"> • Seminars • Small group and individual tutorials • Reflective activities with feedback • Online discussions and activities • Project work • Mentorship
<p><u>Specialist skills are developed through:</u></p>	<ul style="list-style-type: none"> • Practical workshops • Planning and executing marketing campaigns • Content creation, video, and image editing • Presentations • Visual storytelling • Blogging and vlogging • Tech sessions (Advanced ICT skills workshops)

	<ul style="list-style-type: none"> • External visits • Contract negotiations • Simulations • ICT activities with feedback • Research skills-based activities through subscriptions to professional publications
General skills are developed through:	<ul style="list-style-type: none"> • Mentorship • Planning activities • Project work • Presentations • Group activities and teamwork • Pitching and public speaking

Section 4 Course Structure

Courses are made up of modules that are each credit weighted.

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

Level	Module Code	Module Title	Semester	Credit Weighting	Core/Optional	Available via Distanced Learning
4	BADM 4001	Introduction to Digital Marketing	A	20	Core	
4	BADM 4003	Content Creation & Social Media	A	20	Core	
4	BADM 4007	Understanding the Music Industry	A	20	Core	
4	BADM 4004	Exploring Entrepreneurship	B	20	Core	
4	BADM 4005	Market Research	B	20	Core	
4	BADM 4008	Music Marketing & Release Strategies	B	20	Core	

5	BADM 5007	Talent Management & Artist Development	A	20	Core	
5	BADM 5002	Marketing Communications	A	20	Core	
5	BADM 5003	Organisational Behaviour	A	20	Core	
5	BADM 5008	Music Rights Management & Synchronisation	B	20	Core	
5	BADM 5005	Digital Marketing Strategy & Campaign Planning	B	20	Core	
5	BADM 5006	Digital Storytelling	B	20	Core	
6	PA 6063	Music & Entertainment Law	A	20	Core	
6	BADM 6002	Consumer Behaviour	A	20	Core	
6	BADM 6003	Brand Development and Management	B	20	Core	
6	BADM 6004	Digital Advertising	B	20	Core	
6	BADM 6005	Final Project	A & B	40	Core	

Section 5

Assessment Overview

Module Code	Module Name	Component of Assessment	Percentage Weighting	Word count / duration / production hours
Level 4				
BADM 4001	Introduction to Digital Marketing	CW1 Marketing Activity Report	100%	2,500 words
BADM 4003	Content Creation & Social Media	CW1 Content Portfolio	100%	100 production hours
BADM 4007	Understanding the Music Industry	CW1 Music Industry Essay and Diagram	100%	2,500 words or equivalent

BADM 4004	Exploring Entrepreneurship	CW1 Group Business Plan	100%	4,000 words
BADM 4005	Market Research	CW1 Market Research Project	100%	3,000 words or equivalent
BADM 4008	Music Marketing & Release Strategies	CW1 Music Marketing Portfolio	100%	100 production hours
Level 5				
BADM 5007	Talent Management & Artist Development	CW1 Talent Management & Development Proposal	100%	3,000 words or equivalent
BADM 5002	Marketing Communications	CW1 Marketing Communications Portfolio	100%	100 production hours
BADM 5003	Organisational Behaviour	CW1 Group Presentation	30%	20 mins
		CW2 Individual Reflective Portfolio	70%	2,500 words
BADM 5008	Music Rights Management & Synchronisation	CW1 Group Presentation on Music Rights Management	70%	20 mins
		CW2 Synchronisation Deal Viva Voce	30%	15 mins
BADM 5005	Digital Marketing Strategy & Campaign Planning	CW1 Marketing Strategy Presentation	100%	20 mins
BADM 5006	Digital Storytelling	CW1 Video Blog	100%	12 mins duration
Level 6				
PA6063	Music and Entertainment Law	CW1 Contract Negotiation	100%	45 mins
BADM 6003	Brand Development and Management	CW1 Brand Diagnostic and Building Project	100%	3,500 words or equivalent
BADM 6002	Consumer Behaviour	CW1 Field Research Plan	50%	2,000 words
		CW2 Field Research Project	50%	12 mins
BADM 6004	Digital Advertising	CW1 Digital Advertising Portfolio	100%	100 production hours
BADM 6005	Final Project	CW1 Final Project Presentation	25%	12 mins
		CW2 Final Project Portfolio	75%	6,000 words or equivalent

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Section 6

Graduate Attributes

The programmes at ICMP are designed to ensure that all ICMP students have the opportunity to develop the following graduate attributes:

- Industry ready and employable
 - Expert and highly skilled in their discipline;
 - Knowledgeable of the complexities and dynamics of the creative industries;
 - Digitally literate and confident in the application of digital technologies required to work successfully in the music and creative industries;
 - Articulate, confident and highly effective communicators;
 - Able to negotiate constructively and influence others positively.
- Innovative and enterprising
 - Resilient to change and capable of innovation when finding solutions to new problems;
 - Inspired by their discipline and willing to embrace new opportunities through interdisciplinary collaboration;
 - Committed to pushing boundaries and remaining at the cutting edge of their discipline.
- Adaptable
 - Flexible as a team player or leader and able adjust their role as appropriate;
 - Adept at team-working and collaboration;
 - Creative in applying solutions to complex problems;
 - Able to work flexibly, effectively and efficiently in both physical and digital workspaces.
- Global citizens
 - Socially responsible practitioners throughout all professional activities;
 - Seek to have a positive impact on industry and collaborative partners;
 - Uphold ethical standard as part of professional practice by being professional, reliable, well prepared and respectful of differences;
 - Community minded and aware of global perspectives.

These attributes are developed in the following modules

Module Code <i>List modules</i>	Industry ready and employable [Y/N]	Innovative and enterprising [Y/N]	Adaptable [Y/N]	Global citizens [Y/N]
Introduction to Digital Marketing	Y	Y	Y	Y
Content Creation & Social Media	Y	Y	Y	Y
Understanding the Music Industry	Y	N	N	Y
Exploring Entrepreneurship	Y	Y	Y	Y



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Market Research	Y	Y	Y	Y
Music Marketing & Release Strategies	Y	Y	Y	Y
Talent Management & Artist Development	Y	Y	Y	Y
Marketing Communications	Y	Y	Y	Y
Organisational Behaviour	Y	Y	Y	Y
Music Rights Management & Synchronisation	Y	N	Y	Y
Digital Marketing Strategy & Campaign Planning	Y	Y	Y	Y
Digital Storytelling	Y	Y	Y	Y
Music & Entertainment Law	Y	N	Y	Y
Consumer Behaviour	Y	Y	Y	Y
Brand Development and Management	Y	Y	Y	Y
Digital Advertising	Y	Y	Y	Y
Final Project	Y	Y	Y	Y

Section 7
Additional Information
Additional costs:
<ul style="list-style-type: none">• CIM Professional Qualification (ACIM) Fee £150 (paid on completion of final year)