



The Institute
of Contemporary
Music Performance

PROGRAMME SPECIFICATION

Section 1 General information	
	Programme Title: Cert HE Digital Marketing and Music Management
	Duration: 2022-2028
	Intermediate Awards Available: N/A
	Location of Delivery: ICMP
	UCAS Code: CDMM
	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: BA (Hons) Digital Marketing and Music Management
	Programme Lead: TBC
	Updated: 16.06.22
	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 an understanding of marketing communications, concepts and practices to analyse digital marketing in a range of contexts, cultures and perspectives.</p> <p>Introduce students to quantitative and qualitative research, data analytics and content creation, through exposure to real-world scenarios and simulations.</p> <p>Develop an understanding of the key concepts surrounding current music management practice, with a focus on data driven decision making and the</p>

	<p>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.</p>
<p>Learning Outcomes What will you learn?</p>	<p>Knowledge</p> <ul style="list-style-type: none"> • Develop an understanding of concepts, principles, theories, and challenges of marketing. • Exhibit an understanding of the core frameworks, theories, models of the current music industry management practice. • Demonstrate sound knowledge of digital marketing strategies, practices, tools and innovations. <p>Cognitive skills</p> <ul style="list-style-type: none"> • Evaluate 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. • 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 for enhancing learning and for application in content creation, 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 solutions and meet 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) • 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 • Blogging and vlogging • Tech sessions (ICT skills workshops) • 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

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	

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

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
Market Research	Y	Y	Y	Y
Music Marketing & Release Strategies	Y	Y	Y	Y

Section 7

Additional Information

Additional costs:

- CIM Professional Qualification (ACIM) Fee £150 (paid to CIM on completion of final year)