1. **Title of the module:**

CMAT5100 Music Journalism, Press and PR

1. **School or partner institution which will be responsible for management of the module**

Centre for Music and Audio Technology (CMAT)

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 Credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Term 2

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA Music Business and Production

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
2. demonstrate an understanding of music organisations, their environments and their management, including the management of people, operations, finance, marketing and organisational strategy;
3. understand the interrelationships between music and other arts forms;
4. explore, produce and evaluate musical ideas and concepts in relation to and in combination with other art forms and media;
5. develop ideas, concepts and proposals for music events or projects, based on an awareness of the key drivers for success;
6. analyse and evaluate business data and to use that research for evidence-based decision-making.
7. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
8. gather, evaluate and synthesise evidence including the identification of reliable academic sources;
9. analyse data and to formulate and express relevant arguments and hypotheses;
10. synthesize inputs (knowledge, materials, information) in order to solve problems or generate outputs in written, aural or practical format;
11. utilise skills in information communication technologies and use of electronic information sources;
12. work independently and understand one’s own learning style and work regime;
13. plan and set priorities and engage with time management.
14. **A synopsis of the curriculum**

Students will be taught the essential skills required for writing magazine, newspaper and online journalistic articles within a musical context. This can include reviews, artist biographies and celebrity culture features. They will be introduced to the disciplines of public relations including online and social media strategies. This is essential for launching, developing and maintaining artist careers. Press and media publicity campaigns will be explored and students will evaluate the effectiveness of PR within the marketing mix.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Chaney, P. (2009). *The digital handshake seven proven strategies to grow your business using social media*. Hoboken, N.J.: Wiley & Sons.

Long, P., (2012). *The History of the NME: High Times and Low Lives at the World’s Most Famous Music Magazine*, 01 edition; ed. Portico, London.

Nelson-Field, K. (2013). *Viral Marketing: The Science of Sharing*, OUP.

Scott, D. M. (2009). *The new rules of marketing and PR: how to use news releases, blogs, podcasting, viral marketing, & online media to reach your buyers directly*. Hoboken, N.J.: John Wiley.

Supple, L., Valcanis, T., (2013). *Music Journalism 101: The definitive resource for new and established writers*. Leticia Supple.

Tuten, T.L. & Solomon, M.R., (2014). *Social Media Marketing*, Sage.

Woodworth, M., Grossan, A.-J. (2015). *How to Write About Music: Excerpts from the 33 1/3 Series, Magazines, Books and Blogs with Advice from Industry-leading Writers*. Bloomsbury Academic, New York, NY, USA ; London, UK.

1. **Learning and teaching methods**

This module will be taught by means of lectures, seminars and a feedback tutorial.

Contact hours: 22

Independent study hours: 128

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods
2. Report (750 words) 25%;
3. Two Journalistic Articles (750 words each; 1,500 words total) 50%; and a Reflective Analysis (750 words) 25%

13.2 Reassessment methods

Like for like.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |
| **Private Study** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Lectures* | **X** | **X** | **X** | **X** |  |  | **X** |  |  |  |  |
| *Seminars* |  | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Feedback Tutorial* | **X** | **X** |  |  |  |  |  |  |  |  | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |
| Essay 40% 1500 word PR media plan | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Essay 60% 2000 (2 x 1000) word journal articles + 500 word critical reflection |  | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The Centre recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway, CMAT

1. **Internationalisation**

Students will learn how Journalism impacts on business, culture and industry and that Journalists can be opinion formers and conveyors of new ideas in addition to being conduits of the marketing initiative of Music Industry operatives. Public Relations consultants can not only spread the word as predetermined by a Marketing Department but can also be employed as lobbyists furthering the interests of organisations within the Music Industry. They will often represent these organisations to government to help further fairness and transparency within the creative industries but also how they are represented on an international level. PR and Journalism skills are transferable and relevant to an international landscape and an understanding of these disciplines and how they impact on international business is an important part of the marketing mix.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
|  |  |  |  |  |
|  |  |  |  |  |