

## Liverpool John Moores University

Title: POPULAR MUSIC PRACTICAL '2': MARKETING POPULAR MUSIC  
Status: Definitive  
Code: **5000POP** (110908)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
Tim Dalton	Y

**Academic Level:** FHEQ5      **Credit Value:** 12.00      **Total Delivered Hours:** 33.00  
**Total Learning Hours:** 120      **Private Study:** 87

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	5.000
Seminar	10.000
Workshop	18.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	10 minute presentation about the act/band/artists that you will be producing marketing materials for.	30.0	
Essay	AS2	2000-word essay reflecting on the production of marketing materials.	70.0	

### Aims

1. To understand how popular music is marketed in semiotic, cultural and commercial terms.

2. To produce marketing material for a fictional popular music act in groups using DTP processes.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Apply semiotic, cultural and commercial analyses to popular music marketing.
- 2 Demonstrate a competence in designing marketing material using DTP.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PRESENTATION	1
ESSAY	2

## Outline Syllabus

*Analysis of how popular music is marketed, focussing upon promotional material, album covers, logos etc.*

*Group workshops learning DTP and designing material using DTP.*

## Learning Activities

For the first half of the module, seminars analysing popular music marketing material.

For the second half of the module, group workshops teaching DTP and producing work using DTP.

## References

<b>Course Material</b>	Book
<b>Author</b>	Thorgerson, S. & A.Powell
<b>Publishing Year</b>	1999
<b>Title</b>	100 Greatest Album Covers
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Dorling Kindersley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journals such as Music Week and MBI
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Myers, G.
<b>Publishing Year</b>	1999
<b>Title</b>	Advertising Worlds
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	White, R.
<b>Publishing Year</b>	1993
<b>Title</b>	Advertising
<b>Subtitle</b>	What it is and how to do it
<b>Edition</b>	
<b>Publisher</b>	McGraw Hill
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lathrop, T.
<b>Publishing Year</b>	2003
<b>Title</b>	This Business of Music Marketing & Promotion
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Billboard Books
<b>ISBN</b>	

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## Notes

This module introduces students to popular music marketing in two ways:

Firstly, it teaches an understanding of existing marketing techniques via semiotic, cultural and commercial analysis.

Secondly, students work in groups on the production of original marketing material using DTP.

