

course beginning: spring spring

subject catalogue S23 K24

course code MAG220

name of course

Marketing and Communication

specification

Obligatory for Musicology and Music Management BA students, elective for others

academic instructor

L.Voolaid, L.Tammepõld, R.Lelle

prerequisite course

no of terms

1

contact hr/total

30.0

hr/term

30.0

hr/week

0.0

ECTS/total

3.00

Lect

30.0

Grp

3.0

Ind

0.0

Sem

0.0

Pract

0.0

graded or pass/fail exams

A

term

1

ECTS

3.00

aim of the subject

The purpose of the course is to provide an overview of the role of marketing and communication in music management and production, its principles and terminology, basic concepts and operation. The course also offers “tools” for developing and distributing creative products and services in the music field, as well as knowledge of personal branding for music professionals. The purpose of the subject is also to provide knowledge and develop media communication; performance and presentation skills.

content

The course covers topics related to the field of communication and marketing in the field of music, focusing on the modern media space, typical problem situations of music organization and distribution, and the choice of communication channels.

The course focuses on:

- what is communication and marketing like in the field of music in general (bringing a music event, recording, product, publication, service, personal brand to the public);
- what are the basic concepts, measures, elements of communication and marketing (business models, audience behavior, market segmentation, price strategies, budgeting, integrated marketing communication and advertising, branding, social media communication and ethics, networks) and how to use them as a music professional in the cultural field;

learning outcomes

The student has basic knowledge of communication and marketing theory and practical applications. The student knows the basic principles of marketing and communication, their specifics and practices in the field of music and knows how to apply them in practice. The student is proficient in cultural and research communication, has developed one's own creative thinking and social media implementation skills, and has an overview of crisis communication. The student understands the principles of cooperation between the company and the creative and media agency. The student can independently prepare a communication and marketing plan for a cultural event. Knows how to appear in the media and present what one has to offer, build relationships in professional networks and communicate with different parties in the work of music management.

assessment

Preparation of a written communication and marketing plan (for music related output of your choice and a practical task, which means making article of agreed event and preparing a press release.

assessment criteria

To be assessed, a student must -

- attended at least 66% of the lectures;
- participated in 100% seminars and group work;
- submitted a proper communication and marketing plan on time;
- select relevant and reasoned measures, channels and target groups in the communication and marketing plan;
- has submitted a practical assignment (portfolio) of the practical assignments completed during the course on time.

course reading material

1. Kõuts-Klemm, Ragne; Seppel Külliki. Juhatus meedia ja kommunikatsiooni teoriasse. Tartu Ülikooli Kirjastus. 2018.
2. Raul Rebane. Hirmust eduni. Meediasuhtluse 8 reeglit. Tallinna Raamatutrükikoda. 2019.
3. www.eal.ee/eetika.html.
4. www.meedialiit.ee/pressinõukogu/.

õppejõudude materjalid

author of course description

Marica Lillemets, Kaari Kiitsak-Prick