

Promote Yourself (In the Music Industry)

COURSE OUTLINE

On the Promote Yourself (In the Music Industry) course, learners create an artist CV or biog, a press pack and photos. They also create their own 'MySpace' page and learn how to promote themselves online without cost. Participants gain insight to the industry and compose letters to relevant organisations seeking work placement opportunities.

This course is OCN LR accredited for 3 credits (30 hours learning) at levels 1, 2 & 3

Course Breakdown:

Lesson 1: What is promotion?

Lesson 2: Promotion basics: who are you?

Lesson 3: Promotion basics: what's the story? What have you done, and why should we care? What's a biog (biography)?

Lesson 4: Promotion basics: what's the picture (part 1)? What's a press shot and why do we need one?

Lesson 5: Promotion basics: what's the picture (part 2)? How do I organise a photo shoot? What equipment do I need?

Lesson 6: Putting it all together: my first press pack.

Lesson 7: Putting it all together: Myspace.

Lesson 8: Promotional extras: blogs, gimmicks and good old fashioned design.

Lesson 9: The Music Business: record companies and how they work. What do record companies actually do? How do I contact a record company?

Lesson 10: OCNLR test and presentation.

Learning Outcomes: The learners will be able to . . .

Lesson 1 – 4:

- 1: decide on a catchy band name for their imaginary act, and also devise a title for their first album
- 2: write a biography for themselves or their band

Lesson 5 – 8:

- 1: assemble a press pack
- 2: register with Myspace and create their own page
- 3: assemble a 'mock-up' of the cover of their imaginary first CD

Lesson 9 and 10:

- 1: contact record and digital distribution companies
- 2: OCNLR test and presentation