



Australian Government

Department of Education, Employment and Workplace Relations

CUSMKG301A Assist with the promotion of creative acts

Revision Number: 2

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Modification History

Release	Comments
Release 2	Created to fix formatting errors only. Released with CUS09 Music Training Package version 1.2

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to assist with the promotion of creative artists or groups.

Application of the Unit

This unit covers the skills and knowledge required to work in a creative environment where artists are being promoted. Personal assistants in a promotions company would typically perform this role, but members of a band or performance act may undertake this role on their own behalf or in collaboration with a promotional agent.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable

Employability Skills Information

Not applicable

Elements and Performance Criteria Pre-Content

<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.</i>
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Contribute to the development of promotional strategies	1.1 Participate in discussions with relevant personnel about marketing and promoting artists as required 1.2 Contribute ideas about activities that could be included in promotional strategies 1.3 Compile information about the potential of all media outlets for promoting artists and creative acts 1.4 Maintain documentation related to promotional strategies as required
2. Assist with promotional activities	2.1 Contribute to the development and distribution of promotional material to advance profile of artists 2.2 Monitor and document the results of strategies to test the response of target markets to promotional materials 2.3 Assist with the organisation of publicity opportunities for artists 2.4 Maintain a database of industry contacts and sources of industry information
3. Contribute to reviews of promotional strategies	3.1 Compile data and information on the impact and effectiveness of promotional activities 3.2 In consultation with relevant personnel prepare materials for meetings as required 3.3 Participate in discussions with relevant personnel about revisions to promotional strategies as required 3.4 Respond appropriately to constructive feedback on own work performance from relevant personnel

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and teamwork skills sufficient to:
 - interpret and clarify written and verbal instructions
 - work collaboratively in a team environment - both independently on assignment and under direction
 - respond positively to constructive feedback
- organisational skills sufficient to:
 - collect and review information on a given topic
 - maintain filing and information retrieval systems
- literacy skills sufficient to:
 - interpret written background information
 - write notes on information gathered verbally
- self-management and planning skills sufficient to:
 - prioritise work tasks
 - source information and reference material in a timely fashion
 - work under pressure and meet deadlines
 - seek expert assistance when problems arise
- technical skills sufficient to:
 - use the internet to access information
 - use standard word-processing and database applications

Required knowledge

- industry knowledge, including:
 - roles and responsibilities of industry personnel and agencies
 - industry terminology
 - issues and challenges that arise in the context of assisting with the promotion of creative acts
- copyright clearance procedures
- OHS as it relates to working for periods of time on computers

Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • assist with promotional activities for an artist or creative act • maintain a database of industry contacts • work cooperatively in a team environment.
Context of and specific resources for assessment	Assessment must ensure: • access to an environment where promotional activities are undertaken • access to artists and music industry personnel • use of culturally appropriate processes, and techniques appropriate to the language and literacy capacity of the candidate and the work being performed.
Method of assessment	The following assessment methods are appropriate for this unit: • written or oral questioning to test knowledge as listed in the required knowledge section of this unit • case studies to assess candidate's ability to address issues and challenges that arise in the context of assisting with the promotion of creative acts • direct observation of candidate maintaining a database of industry contacts.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Relevant personnel may include:	• managers • supervisors • colleagues • artists and performers • artist managers • publishers • advertising agencies • public relations companies • media personnel, such as: • broadcasters • critics • journalists • digital distribution agents.
Artists may include:	• arrangers • composers • songwriters • performers, including: • musicians • singers • dancers • actors • circus performers • writers • visual artists • craftspeople • designers.
Activities may include:	• advertisements • attention-seeking gimmicks • competitions • industry functions • internet broadcasts • live performances, including: • auditions

	• festival appearances • headline acts • supporting acts • media announcements and interviews • podcasts • product launches, e.g. artist websites • radio broadcasts • television appearances.
Strategies may be for:	• live events • print media • online: • artist's own website • social networking sites • digital distribution agents • radio • television.
Media outlets may include:	• print • television • radio • internet • digital communication devices, e.g. mobile phones.
Development and distribution of promotional material may include:	• drafting media releases • compiling visual material • writing and sending broadcast emails about promotional activities • maintaining a database of contacts • updating websites.
Promotional materials may include:	• artist profiles, e.g. biographical and professional • artist websites • print, such as: • banners • brochures • business cards • flyers • handbills • pamphlets • posters • stickers • demonstration recordings:

	• digital downloads • filmed performances • interactive media products, e.g. podcast • music recording and/or videos, e.g. CD and DVD • media kits • novelty giveaways • photographs • portfolios • presentations • press releases • prototypes • publicity shots • reviews • scores • T-shirts.
Industry contacts may include:	• artist and repertoire (A&R) managers • artist managers • artists • booking agents • education and training organisations • entrepreneurs • legal counsel and accountants • music distributors • industry associations • journalists • producers • promoters • publishers • wholesalers and retailers • radio presenters • record producers • recording engineers • studio/venue managers • production personnel, such as: • front-of-house • lighting • sound • staging • vision systems • tour managers.

Sources may include:	• discussions with industry personnel and promotional consultants • music charts, including: • internet • radio • television • print • music downloads, websites and blogs • industry associations • media, including: • articles • bulletins • directories • information sheets • journals • magazines • newsletters • reviews • subscriptions • trade papers • industry productions and events, including: • awards • competitions • conferences • conventions • exhibitions • festivals • functions • performances • trade fairs • suppliers of products and services.
Materials for meetings may include:	• agendas • agenda papers • minutes • PowerPoint presentations • photos and other visual material.

Unit Sector(s)

Business development - marketing