

THEME	MARKETING & BRANDING
ESSENTIAL QUESTIONS	<ul style="list-style-type: none"> • What are the essential elements of an effective marketing strategy that includes social media and digital platforms to promote an artist/live or digital performance/music release? • What are marketing and branding career opportunities in the music industry and their associated pathways? • What are the current music industry trends and opportunities related to marketing and branding in the music industry? • How does technology impact marketing strategies?
STANDARDS	<ul style="list-style-type: none"> • Career Planning and Management • Problem Solving and Critical Thinking • Technical Knowledge and Skills • College and Career Planning Anchor Standards <ul style="list-style-type: none"> ◦ Language: Vocabulary Acquisition and Use ◦ Speaking and Listening: Comprehension and Collaboration ◦ Presentation of Knowledge and Ideas
KEY OBJECTIVES	<ul style="list-style-type: none"> • Increase knowledge of music industry career pathways related to marketing and branding • Increase understanding of effective branding and marketing strategies for live and recorded music • Develop an understanding of the importance of branding to engage fans and monetize content • Acquire industry appropriate vocabulary related to marketing and branding strategies
RESOURCE MATERIALS	<ul style="list-style-type: none"> • musicforwardfoundation.org/industry-insights <ul style="list-style-type: none"> ◦ #Marketing ◦ #Career Building ◦ #Learning Resources
ASSESSMENTS	<ul style="list-style-type: none"> • Complete a career plan (Career Map worksheet) for a career in branding and marketing, setting out short-term and long-term goals • Complete a marketing strategy (Develop a Marketing Plan worksheet) for a live or virtual show, festival or tour • Research and present careers in branding and marketing. Include essential skills and characteristics, education requirements, certificate and degree programs, potential earnings • Complete a Reflection Worksheet after attending a Music Forward workshop or session (Reflection Worksheet)