


YOU MUST HAND IN YOUR WORK BY


TO



HOW LONG

should this assignment take?


Every person works at his / her own pace.
As a guide, this should take you 2 hours to read and research and another 3 hours to write your answers and discuss them with your tutor.



HOW

will I be assessed?

Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your music provider's own guidance.



WHAT

do I do now?

Read the TASKS section below.
Then read the NOTES AND GUIDANCE section.
Carry out the TASKS.

TASKS

1 Who is your target audience?

If you are...	List your key targets here	Research one example of each target
An unsigned band	(for example, a record label)	(for example, XL recordings)
A songwriter	(for example, a music publisher)	(for example, Warner Chappell music)
A record label		
A musician or DJ		
A club promoter		

2 Make a list of target organisations

Once you have identified your target (for example, a record label or a manager), do some more research.
Read the ‘Finding your target’ section in the Notes and Guidance to help you.

Who is your target?	Write the details here	Write any more details you know about them here.
(for example, a manager, a record label, an agent?)	(Business name, telephone, website)	(for example, if they are a record label, who else is signed to them?)

