

Course code	MAG220
Name of the course	Marketing and Communication (Turundus ja kommunikatsioon)
Languages of instruction	Estonian and English study group
Specification	for MK specialty and music production microdegree programme, elective for others
Teaching staff	Kaari Kiitsak-Prikk, Reelika Lelle
Responsible staff member	Kaari Kiitsak-Prikk

Grading or pass/fail examinations	pass/fail
Semester	spring
Total ECTS	3 ECTS
Total amount	30.0 academic hours

Course aims

The aim of the course is to provide an overview of the role, principles, concepts, and functioning of cultural communication, public relations, brand development, and (digital) marketing within music management. The course offers practical tools for creatively composing press materials, promoting and generating attention for products and services in the music sector, establishing and maintaining media relations, organizing targeted media coverage, developing networking practices in public relations, and acquiring knowledge of personal branding for professionals in the music field.

Maximum Number of Students: 35

Learning outcomes

Upon completion of the course, the student:

- possesses fundamental knowledge of communication and marketing theory and their practical applications;
- demonstrates understanding of cultural communication and media relations;
- applies marketing techniques and independently develops a communication and marketing plan in the cultural sector;
- actively contributes to group work and presentations, provides and receives constructive feedback, and evaluates peers' contributions;
- Is able to apply creativity in the development of press materials, brand identity, and marketing messages.

Content

The course covers topics related to communication and marketing in the music sector, with a focus on the contemporary media environment, media relations, selection of communication channels, and overall public relations management across social media, digital, and traditional media platforms. The course integrates strategic thinking with the practical development of a communication and marketing plan. Topics include, among others:

- communication and marketing in the music sector in a broader sense (bringing a music event, recording, product, service, or personal brand to public attention);
 - key concepts and elements of communication and marketing (media relations, budgeting, integrated marketing communication and advertising, branding, social media communication and ethics), and their application in professional practice within the music field.
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Assessment methods

A written communication and marketing plan; a group project developed in seminars, consisting of a brand and digital marketing strategy, including a presentation.

Assessment criteria

Assessment Criteria

To pass the course, the student must:

- demonstrate strategic understanding of brand development, target audience definition, and the application of digital marketing principles in the music market;
- submit a portfolio of practical assignments completed during the course, reflecting participation in seminars and consistent contribution to group work;
- submit a compliant communication and marketing plan on time;
- provide a well-reasoned and detailed justification of the selection and integration of media channels and outputs in the communication and marketing plan;
- present well-considered examples of interview topics and provide a justified overview of media contacts targeted in the communication plan;
- demonstrate collaboration skills in group work and participate in peer feedback, evaluating fellow students' contributions according to agreed criteria;
- apply creative thinking in drafting press materials, identifying interview topics, selecting and justifying media channels, as well as in the brand strategy, reflected in the originality and rationale of the visual identity and marketing messages.
- Within the part of digital marketing and branding, a comprehensive brand and digital marketing strategy is developed during the seminars.
- In the part of communication, a final communication and marketing plan is completed during the last seminar session, based on the knowledge acquired throughout the course.

Students who are absent from seminars may submit the communication and marketing plan in written form within one week after the final seminar. Written feedback will be provided, along with a decision on whether the course requirements have been met.

Active participation in seminars and a substantive contribution to group work are prerequisites for passing the course.

Course reading material / repertoire

Byrne, D. (2017). How music works. Crown.

Dib, A. (2025). The 1-page marketing plan: get new customers, make more money, and stand out from the crowd. Simon and Schuster.

Fine, R., & Feist, S. (2010). The big book of social media: Case studies, stories, perspectives (p. 312). Yorkshire Pub..

- Herstand, A. (2023). How to make it in the new music business: Practical tips on building a loyal following and making a living as a musician. Liveright Publishing.
- Heyward, E. (2020). Obsessed: Building a brand people love from day one. Penguin.
- Johnson, M., & Misiaszek, T. (2022). Branding that Means Business: An Economist Edge Book (Vol. 1). Profile Books.
- Malone, C., & Fiske, S. T. (2013). The human brand: How we relate to people, products, and companies. John Wiley & Sons.
- Miller, D. (2025). Building a StoryBrand 2.0: Clarify Your Message So Customers Will Listen. HarperCollins Leadership.
- Oseary, G. (2004). On the record: over 150 of the most talented people in music share the secrets of their success. Penguin Books.
- Passman, D. S. (2014). All you need to know about the music business. Penguin UK.
- Vaarik, D. (2014). Sõnumiseadja käsiraamat. Külastatud aadressil <https://memokraat.ee/memokraat.ee/wp-content/uploads/2014/07/s%C3%B5numiseadjak%C3%A4siraamat.pdf>.

Authors of the course description

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