



Marketing Yourself as a Creative Professional

This unit is about developing your knowledge, skills and understanding about the ways in which you can build your 'brand' and how to market this to different audiences.

Unit Content:

Building your creative ideas and brand
Marketing and promoting your brand
Continuous Professional development

LEARNING OUTCOMES

Through completion of this unit, you will:

1. Understand how to market yourself as a creative professional.
2. Understand how to manage your brand and professional development.

What you will do:

You will have online mentoring sessions with Education and Bass who will support you with this unit. You will be able to focus your marketing activity on yourself as an artist, producer or arts professional.

BUILDING YOUR CREATIVE IDEAS AND YOUR 'BRAND'

Within the creative industries it is important to understand the ways in which you can promote and market yourself as a creative professional. This could be as a performer, a peripatetic teacher or in another creative role.

Questions to ask include: What are my skills and who needs them?

How do I present my skills?

What experience do I have and how do I present this?

How do I get started in promoting myself and my 'brand' – who do I need to go to and what do I need to do?

ASSESSMENT EVIDENCE: You will provide:

- A marketing proposal which includes:
- A CV which gives details of yourself, your skills and experience
- Evidence of research into your potential audience
- How you will carry out your marketing and promotional activities
- A short self-tape or show reel (minimum of 5 minutes) which demonstrates your skills to one of the potential audiences identified in your marketing proposal. The self-tape could be a performance or an introduction to your work as a teacher or other creative professional.
- A CPD plan showing how you have researched the steps you will take to keep your skills, knowledge and understanding and brand up to date and relevant.
- Evidence for the marketing proposal and CPD plan may be presented as; written work, video presentation, or podcast.

Total written evidence for the marketing proposal and CPD plan must not exceed 1000 words each.

Total audio/visual evidence for the marketing proposal and CPD plan must not exceed 10 minutes each.