

GL04A – My Refined Learning Project Proposal

to be included in Portfolio

(revised on 19 Feb 2020)

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Name of Learning Facilitator:	Nigel Tan	Cross-checker (Learning Facilitator):										
Project Category:	Sports & Arts Leadership	If you have chosen others, please specify:										
Learning Project Title:	Advertising and Marketing Head for TP Music Vox's LP											
Target beneficiary/ beneficiaries (if applicable):	1) Campus Care Network											
My Learning Goals	<p>To understand the benefits of good advertising and marketing and use what I've learnt to come up with a good publicity plan for the LP.</p> <ol style="list-style-type: none"> 1) What entails in marketing when it comes to music (specifically with albums or similar items) 2) Ways to utilise digital media to promote music (e.g. special website for Music Vox's LP) 3) How to build a more interactive experience in music promotions to engage audiences (such as a video series or competitions) 4) Build up my networking and communicative skills 5) Understanding and utilising social media analytics 6) Utilise paid promotion and external publicity <p>How the publicity of the LP can be creatively moulded to feel like an interaction with the audience, rather than a mechanical presentation type of advertising.</p> <p style="color: red;">My project will help me cultivate these TP Student Profile attributes (choose at least three)</p> <p style="color: red;">Give reasons how you can develop each of these chosen attributes</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td><input type="checkbox"/> Self-directed</td> <td><input checked="" type="checkbox"/> Problem-solving</td> <td><input type="checkbox"/> Character & citizenship</td> </tr> <tr> <td><input checked="" type="checkbox"/> Resilient</td> <td><input checked="" type="checkbox"/> Digital & information literate</td> <td><input checked="" type="checkbox"/> Leadership</td> </tr> <tr> <td><input checked="" type="checkbox"/> Competent</td> <td><input type="checkbox"/> Innovative & entrepreneurial</td> <td><input type="checkbox"/> Communicative & collaborative</td> </tr> </table> <p>Attributes 1 & 2 (Resilience & Problem Solving): I would be required to work for a long period of time, and have many discussions with the MV Committee, higher ups and any other people involved in the process (such as the bands involved). There also may be a few issues that come along the way, like dealing with the deadlines whilst having to produce something of standard, and that may bring up problems. As such I feel my resilience and problem-solving skills will truly be put to the test here, as I'd have to remain calm and collected, and critically think about how to overcome all the challenges that may come my way or even think ahead.</p> <p>Attribute 3 & 4 (Competency & Leadership): As this project is tied to my CCA Music Vox, the work produced will have to be of a certain level of standard and with that, will come a set of expectations. The LP is one of</p>			<input type="checkbox"/> Self-directed	<input checked="" type="checkbox"/> Problem-solving	<input type="checkbox"/> Character & citizenship	<input checked="" type="checkbox"/> Resilient	<input checked="" type="checkbox"/> Digital & information literate	<input checked="" type="checkbox"/> Leadership	<input checked="" type="checkbox"/> Competent	<input type="checkbox"/> Innovative & entrepreneurial	<input type="checkbox"/> Communicative & collaborative
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	<p>MV's largest projects in recent years, so everything put out promoting it will have to be approved by the higher ups and meet a professional standard. As such, I will have to have a level of competency that is efficient and initiative, so that the process will not only be smooth for myself, but for others involved as well.</p> <p>Attribute 5 (Digital & Information Literacy): Social Media plays a big part in my project, and understanding it well is essential to the promotional campaigns being successful. I will need to do in depth research about how marketing using social media operates, and use what I've learnt before such as creating video content and social media posts, to push MV's platforms further.</p>
	<p>What am I going to do? (max 100 words)</p>
<p>Brief Description of Learning Project:</p>	<p>My project will be tied to TP Music Vox's LP release. I plan to develop its promotional campaign, which will involve creating promotional materials, and handling the ways or mediums in which it is released and publicised to the public. I wish to create purposeful and meaningful marketing strategies that make advertising a more interactive and engaging experience and a discussion, rather than a plain presentation.</p>