

Music marketing assignment

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The internal system of a label is very complex with a number of parts that interact and the organization model is functional to the specific characteristic of product and service offered. There are three fundamental company archetypes: Functional Structure, Divisional Structure and Matrix Structure. Any recording label may have slightly different organization structure, the archetype used by a music label is a Functional Structure, in fact the work is divided in functional units that share the same specialization and predictable activities.

The recording labels have separate departments, here are the major divisions of fully staffed record companies: Artist and Repertoire, Sales, Marketing, Promotion, Product Management, New Media, Production, Finance, Business Affairs, International. The Artist and Repertoire department is the most fascinating and is very important for a successful music label. “These are the people with “ears” who find and nurture new talent, and who work creatively with the artists” *!

The Music Label Marketing are based on four elements also referred to as the 4 P's of marketing: Product, Price, Place and Promotion. ; Product – what a music label offers to a customer: Their CD physical attributes, how they differ from competitors and what benefits they provide. Price – How to price the product so that the price remains competitive but allows to make a good profit. ; Place – Where the music label sells its products and how it gets those products to customers. Promotion – The methods used by a music label to communicate the features and benefits of products to target customers. * (p. 178 of Donald S. Pajamas. “Regenerators, 2009.) All You Need to Know About the Music Business.

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