

JAMELIA - BUSINESS STUDIES/MANAGEMENT

Student Activity 1

Look at the statements below and, with a partner, prepare a case for and against internet piracy.

- In 2003, Robbie Williams was quoted as saying that downloading music from the Internet was 'great'.
- Record companies say that song-swap networks are just like shoplifting.
- "People who listen to pirated music wouldn't buy the CDs anyway so the companies don't lose anything."
- Eminem discovered that several tracks from his album had been put up for auction on eBay. The rapper believed the unfinished songs were leaked by a close friend or business associate.
- Singer and songwriter Jewel says she has no problem with Internet piracy - she says she makes enough money anyway.
- "Swapping music on the Internet means artists who are unknown reach a wider audience."

Teacher's notes Activity 1

Students should be encouraged to consider the ethical aspects as well as the legal aspects. Students may discuss whether Robbie Williams was referring to legal or illegal downloading. If he was considering illegal downloading, how would artists who do not have his wealth feel about his stance? Does the argument that artists who are unknown are not reaching a wide audience, or people copying music they would not normally buy, justify illegal practices? If students come to the conclusion that the copyright laws are too draconian, what would their solutions be for protecting music and performers new to the market? The music industry must make money to support new talent through copyright. Money made from big music artists/bands is invested into future artists such as Jamelia.

Student Activity 2

- (i) What factors would you recommend Jamelia take into account when carrying out product planning for her merchandising programme?
- (ii) Explain how knowledge of her Intellectual Property Rights would prevent Jamelia's name being exploited.

Teacher's notes Activity 2

- (i) Any artist needs to have awareness of their own customer base and the image they wish to project. Students should apply their knowledge of the marketing mix to ensure that the products they propose should reflect their market and the position that they perceive that Jamelia wishes to establish in that market. This would include taking into account their proposals for how and where the products should be available for sale and the price ranges.
- (ii) Jamelia could register her name as a trade mark and this would prevent unscrupulous manufacturers producing products with the name Jamelia, and passing them off as genuine

Websites for further research

www.bmr.org/ (British Music Rights)
www.emigroup.com (EMI)
www.ifpi.org (International Federation of the Phonographic Industry)
www.bpi.co.uk (British Phonographic Industry)
www.pro-music.org
www.ipo.gov.uk/copy/c-applies/c-music.htm
www.copyrightprotection.com/musicians.htm
www.advicenow.org.uk/go/feature/feature_35.html
www.musiciansunion.org.uk/site/cms/contentCategoryView.asp?category=213
www.mcps-prs-alliance.co.uk/ (Performing Rights Society)
www.infomaticsonline.co.uk/specials/1156004
www.bmgmusicsearch.com (Music Publishing and Jamelia's publisher)

Lesson plan Business Studies/Management Suggested lesson structure [one hour/90 minutes]

Lesson objectives

- For students to understand the reasons why businesses have a diverse portfolio of products.

Teacher preparation

The following websites of companies with a wide range preparation of products will provide useful background material.

<http://www.heinz.com/>

<http://www.virgin.com/>

Starter

A class discussion on businesses that have a wide range of products and the reasons why they have extended their range. Examples:

- Supermarkets that have extended into electrical goods and clothes
- Football clubs that have extensive merchandising.

The reasons for diversification include spreading the risk, growth and increased market share, increased competitiveness and identification of market segments for existing and new products.

Main

- Refer students to the James McMillan case study.
- Ask students to suggest aspects of his work that hint that he has diversified. Students should identify the fact that, although he started off as a performer, he now writes music, produces music and has his own record label.
- Ask students in pairs to suggest why he might have made the decision to diversify. Students should demonstrate understanding that, as a creative person, he is likely to be excited by trying new ideas, he may have awareness of the fragility of the pop market and the need to be constantly spreading the risk by not limiting himself to one part of the music industry. More able students may identify the risks in being seen as a 'jack of all trades'.
- Students should be asked to identify a well-known brand which is familiar to them (e.g. Pepsi Cola®, Ford®, Vodafone®) and recommend a product that the same company may produce if they were intending to diversify. For example, Pepsi Cola® may decide to produce t-shirts, or Vodafone® may enter the market of computers. They should:

- (i) Draw a sketch of the product with the company logo clearly seen
- (ii) Write in no more than 100 words a justification for their suggestions. Students should be encouraged to develop their analytical and evaluative skills and show good Business Studies/Management knowledge of the reasons for diversification, with particular emphasis on branding. More able students should be encouraged to identify at least one drawback of their recommendation.