

**Summary Report for Individual Task
514-000-0011
Develop Basic Marketing Strategies
Status: Approved**

DISTRIBUTION RESTRICTION: Approved for public release; distribution is unlimited.

DESTRUCTION NOTICE: None

Condition: The band is operating within a garrison or deployed environment in order to provide music throughout the area of operations to instill in our forces the will to fight and win, foster the support of our citizens, and promote our national interests at home and abroad. As commander of an Army band with five or more Music Performance Teams (MPTs), you determine a requirement to develop advanced marketing strategies. You have access to a Public Affairs Office (PAO), tasking agencies, and a working knowledge of local policies, Army regulations, and unit SOPs. The band company has access to supported unit staff and higher headquarters for administrative, logistical, intelligence, and communications. This task may be performed incorporating other Operational Variables (PMESII-PT) and METT-TC constraints within garrison, off-post, and the area of operations. This may include activities, disrupters, terrain and weather, personnel, equipment, time, and legal considerations. These factors address similar considerations expressed in different terms. This task should not be trained in MOPP.

Standard: Develop basic marketing strategies targeted for a regional area of responsibility, maximizing available resources as appropriate for the audience/demographics, within senior commander's guidance and timeline.

Special Condition: None

Special Standards: None

Special Equipment:

Safety Level: Low

MOPP: Never

Task Statements

Cue: There is a requirement for the band commander to develop advanced marketing strategies.

DANGER
None

WARNING
None

CAUTION
None

Remarks: This task is shared between Warrant Officers (420C) and Commissioned Officers (42C) attending courses at the U.S. Army School of Music.

Notes: Some of these steps will happen concurrently in the operational environment.

Performance Steps

1. Determine demographics in the regional area of responsibility.
 - a. CONUS.
 - (1) Regional.
 - (2) Urban.
 - (3) Suburban.
 - b. OCONUS.
 - (1) Customs and courtesies.
 - (2) Urban versus suburban.
 - c. Cultural factors
 - (1) Values.
 - (2) Beliefs.
 - (3) Behaviors.
 - (4) Norms.
2. Establish marketing strategy.
 - a. Determine MPT marketing priorities within the appropriate operational environment (OE).
 - b. Align marketing strategy in accordance with demographic and cultural considerations.
 - c. Allocate resources in support of MPT marketing and publicity.
 - d. Plan for periodic or recurring special events e.g. holidays, and high operating tempo (OPTEMPO) periods.
 - e. Establish a marketing plan timeline for execution.
 - f. Establish metrics for evaluating the effectiveness of marketing.
3. Coordinate with the band and/or higher HQ Public Affairs section for required messaging and information.
4. Determine how band assets can be incorporated to support senior commanders' priorities in the local area.
 - a. G3/5/7.
 - b. Installation Public Affairs Office (PAO).
 - c. Morale Welfare and Recreation (MWR).

- d. Local cable and broadcast television assets.
 - e. Post newspapers.
 - f. Local newspapers.
5. Confirm each MPT has a mission focus and targeted demographics.
 - a. Stipulate that each MPT has a specific name rather than a genre-based title.
 - b. Make certain MPT names are not offensive or unprofessional.
 6. Provide the commander's intent for marketing strategies to MPT leaders.
 7. Ensure MPT Leaders create custom marketing materials for their MPT.
 - a. MPT fact sheets.
 - b. Mission/vision statements of Army bands.
 - c. Recruiting and press materials.
 - d. Sample fliers.
 - e. Integrate senior commander's guidance.
 8. Review and approve materials provided by MPT leaders.
 9. Monitor and adjust marketing strategies in accordance with established metrics for measuring success.

(Asterisks indicates a leader performance step.)

Evaluation Preparation: Setup: Ensure that all required materials are available to the Soldier. Evaluate this task during individual or collective training.

Brief the Soldier: "You have been tasked to develop advanced marketing strategies. You must complete all the performance measures in this task to receive a GO."

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Determined demographics in the regional area of responsibility.			
2. Established marketing strategy.			
3. Coordinated with the band and/or higher HQ Public Affairs section.			
4. Determined how band assets can be incorporated to support Commanders priorities in the local area.			
5. Confirmed each MPT had a specific mission focus and targeted demographics.			
6. Provided commander's intent for marketing strategies to MPT leaders.			
7. Ensured MPT Leaders created custom marketing materials for their MPT.			
8. Reviewed and approved materials provided by MPT Leaders.			
9. Monitored and adjusted marketing strategies IAW established metrics for measuring success.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	AR 220-90	ARMY BANDS	Yes	No
	AR 360-1	The Army Public Affairs Program	Yes	Yes
	ATTP 1-19	U.S. Army Bands	No	No

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with FM 5-19, Composite Risk Management. Leaders will complete a DA Form 7566 COMPOSITE RISK MANAGEMENT WORKSHEET during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, NBC Protection, FM 3-11.5, CBRN Decontamination.

1. Live musical performance poses an immediate noise hazard. Hearing protection is required.

2. In the event of a fire, Soldiers will exit the classroom in an orderly manner (last one out closes the door); meet at the location the Primary Instructor has designated; class leaders will hold an accountability formation and report their findings to Primary Instructor.

3. In the event of severe weather or tornado, Soldiers will exit the classroom in an orderly manner; move to the location the Primary Instructor has designated (basement or center of building); class leaders will hold an accountability formation and report their findings to Primary Instructor.

4. It is important for Soldiers to be aware of their surroundings. Hazards such as tripping over wires, falling on musical equipment, lifting or dropping heavy sound reinforcement equipment, working with electricity, etc. need to be mitigated to avoid injury.

5. If the task is performed outdoors, Soldiers should use caution while marching on uneven ground. In the event of severe weather or tornado, the bandmaster may have to make a determination on-site as to extracting sections of, or the entire band, from the mission to mitigate damage to equipment and hazards to Soldiers.

6. When assessing venues, it is important to ensure proper travel safety to and from location, regardless of distance travelled. When assessing the capabilities of a potential venue, it is important to be aware of all safety hazards in the building such as electrical, fire, water, etc.

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks :

Task Number	Title	Proponent	Status
514-000-0014	Produce a Music Performance at the Basic Level	514 - Music (Individual)	Reviewed
514-000-0023	Integrate Senior Commanders Guidance into a Music Performance at the Basic Level	514 - Music (Individual)	Approved
514-000-0001	Develop Advanced Marketing Strategies	514 - Music (Individual)	Reviewed

Supported Collective Tasks :

Task Number	Title	Proponent	Status
02-2-2410	Provide Music Mentorship	02 - Music (Collective)	Approved
02-2-2408	Conduct Band Rear Detachment Operations	02 - Music (Collective)	Approved
02-2-2407	Conduct Full Band Support Operations	02 - Music (Collective)	Approved

02-2-2406	Conduct Music Performance Team Operations	02 - Music (Collective)	Approved
02-2-2404	Provide Mission Command of Music Performance Teams	02 - Music (Collective)	Approved