

BSc (HONS) MUSIC BUSINESS & CREATIVE INDUSTRIES

COURSE OVERVIEW

Managing, promoting, branding and publishing.

Working in the music industry requires independent thinking, problem solving and creativity. Throughout our Music Business & Creative Industries degree, we will help you gain these skills and more, and help you make your first steps into the global music industry.

From attending key industry conferences, building an enviable professional network and undertaking two work-based learning modules, you will be thrust into the industry gaining on-the-job experience with companies internationally. Previous students have undertaken placements at Sony Canada, Stunt Company PR New York, Snowbombing and even on the Vans Warped Tour in the USA.

Designed by industry practitioners this course will give you the opportunity to develop your skills, network, confidence and reputation within the industry enabling you to land your first Industry job role or even take your own projects forward with all the knowledge and support to set up a successful business or freelance across the industry.

COURSE CONTENT

Year 1 Modules (HE4):

Music, Digital and Creative Industries

This module lays the foundations to gain a real and in-depth understanding of the Music Business from rights ownership, job roles, industry bodies and the underlying structures of the music and creative industries. Working on real-world industry briefs you gain your first experiences in working within the music business and can apply this practical knowledge going forward.

Learning Outcomes:

1. Identify and assess the structures of the music, creative and digital industries
2. Explain how music, digital and creative businesses work and interact together to form a successful industry
3. Develop a client brief to industry standards
4. Present information in an effective manner to a panel of interested stakeholders

Assessment: An in-class presentation, and a report.

Marketing for the Music and Creative Industries

Introducing you to a range of marketing theory and practices, you will learn to analyse and present marketing data and pitch creative data-driven solutions. Covering the basics of digital and traditional marketing, advertising and PR. Working on a real-world industry led brief, you will then identify appropriate marketing strategies, and apply these to multiple campaigns using skills in market segmentation, targeting, product planning and development, and creative marketing techniques that you have developed throughout your studies.

Learning Outcomes:

1. Apply fundamental knowledge and understanding of marketing concepts within a marketing strategy
2. Identify and discuss models, concepts, and tools of marketing
3. Assess marketing strategies and their integration with other functional disciplines
4. Apply basic marketing concepts to a range of problems and situations

Assessment: A portfolio of work on marketing campaigns, and a presentation.

Project Pitching

Covering communication theories, project planning, licensing, budgeting and effective pitching techniques, this module will introduce you to project management in the workplace, as you take responsibility for one area of a group project. Working together to develop a detailed proposal, you will decide what the project will be and plan towards its delivery, before pitching it to a panel of stakeholders.

Throughout this module you will learn how to approach decision makers and stake-holders across the industry and develop a clear-concise pitch, create an effective pitch deck and convey your ideas and strategies.

Learning Outcomes:

1. Plan a project within a group, and reflect upon individual contribution
2. Effectively pitch ideas to potential stakeholders or partners
3. Communicate ideas effectively in a range of methods
4. Identify and discuss efficiency of roles within a team

Assessment: A portfolio of work, and a group presentation.

Introduction to Musicology

Throughout this module, you will identify how historical, social and technological factors have influenced the creation and development of music during different eras, while also considering current events affecting the industry. By introducing you to various aspects of musicology, you will gain a clear understanding of how the creative industries work in response to key influencing factors, which can then be used to inform your decisions during other professional projects.

Learning Outcomes:

1. Summarise the history, development and creation of music from a musicological perspective
2. Discuss how historical, social and technological factors have influenced the development and creation of music
3. Analyse different aspects of musicology within the context of era

Assessment: An essay and an in-class presentation.

Study Skills and Professional Development

Providing you with key professional skills, this module will require you to research, reference and present information relevant to the creative industries. By helping you to develop strong communication, self-management and networking skills, you will gain valuable knowledge and experience which you can apply throughout the rest of your course, as well as to a professional role when you graduate.

Learning Outcomes:

1. Appraise relevant concepts and ideas obtained from a variety of sources
2. Apply appropriate research techniques and employ academic conventions
3. Assess personal skills and develop short/medium and long term aims for self- management
4. Present information effectively using appropriate media

Assessment: A report, and an in-class group presentation.

Year 2 Modules (HE5):

Synchronisation and Branding

Throughout this module, a wider knowledge of Music Publishing, Licensing and Synchronisation is learned. Additionally, you will look at the importance of music to brands outside of a traditional licensing perspective. Working to a live, industry set brief – you will use your knowledge to identify new opportunities for a business and look at sourcing and working a catalogue of songs pitching for licensing opportunities.

Learning Outcomes:

1. Identify and justify a rationale for brand and synchronisation opportunities for a business
2. Evaluate personal performance and the outcome of the project
3. Work collaboratively and independently in the execution of a project
4. Employ effective techniques in project planning related to brand awareness

Assessment: A portfolio of work to be negotiated with your tutor.

Live Events

Working within a permanent or temporary live venue site, you will deal directly with external businesses to plan, manage, promote and deliver a live event. Study will focus on key aspects of live event management, including liaison with agents, offer sheets, tour budgeting, negotiation skills, contracts, raising invoices, venue management and more, allowing you to build up a range of transferable skills to deliver a successful live event.

Learning Outcomes:

1. Plan, organise and manage a live event
2. Assess procedures for an efficient and safe approach to operating in the live events environment
3. Apply knowledge of the financial, legal, marketing, and contractual issues, and stakeholder expectations, in planning a live event
4. Communicate effectively with artists and other professionals

Assessment: A portfolio/report, and a live event.

Entrepreneurial Skills

Throughout this project you will gain an understanding of company structures, business based analysis and research to propose and develop your own entrepreneurial business idea. You will use various techniques, processes, research, analysis and your creativity to assess the feasibility of the project from a commercial perspective. You will present your ideas to a panel of tutors and external industry guests justifying your business idea which you can then take forward into your third-year to develop further and set yourself on a self-employed path into the industry.

Learning Outcomes:

1. Propose an entrepreneurial project and argue for its feasibility in the marketplace
2. Justify decisions and evaluate the outcome of the project
3. Work collaboratively with others while planning a project

Assessment: A viva voce, and a report.

IPR and Legal Issues

Introducing you to intellectual property rights and professional ethics, this module will explore your legal rights in relation to content creation, contracts, collection societies, ownership and exploitation. You will gain an understanding of the application of the law with regards to traditional deals and explore key legislation in relation to rights ownership, distribution and alternative models being developed to manage and exploit rights and pay content creators more efficiently.

Learning Outcomes:

1. Discuss the importance of IPR, music law and ethics in the music, creative and digital industries
2. Appraise IPR principles, practices and legal issues relevant to the music, creative and digital industries
3. Examine and assess the current and future impact of IPR and legal issues on practices within music, creative and digital industries

Assessment: An in-class presentation, and a report.

Preparation for Industry Work

Preparing you for a period of relevant work experience, you will carry out research into various industry fields, and propose a potential placement opportunity which will benefit your career development. Then through the analysis of industry management practices and operations, you will identify opportunities for the placement provider to create additional revenue streams or make operational improvements, while you gain key employability skills to help you successfully secure a practical work placement.

Learning Outcomes:

1. Analyse and evaluate personal and professional development needs
2. Investigate work placement opportunities and propose strategies for securing a placement within a chosen field
3. Discuss and appraise current business practices

Assessment: An in-class presentation.

Work Based Learning

Using the knowledge and skills gained in proposing your work placement, you will now gain practical experience working within the music and creative industries.

This module will be delivered mostly through a period of work placement, where you will undertake one or more placement opportunities throughout the industry analysing general management practices and recommend solutions to any key issues you have identified through a portfolio of work.

This placement is the perfect opportunity for you to build up your professional network and give you real life context for your studies. Through undertaking this placement you are starting to put yourself in the shop window for future employment opportunities and learn the working processes of businesses within the music industry.

Previous students have gained hands-on experience across the industry, from heavy metal label Nuclear-Blast, Snowbombing and Stunt Company PR in New York as part of this period of work-based learning.

Learning Outcomes:

1. Undertake a period of work placement
2. Evaluate personal performance during a period of work placement
3. Critically analyse business structures and identify areas for development/ improvement

Assessment: A period of work placement, and a report.

Year 3 Modules (HE5):

People and Project Management

You will propose and deliver a self-led industry focused project, you will work as part of a team to plan, direct, manage, deliver, close and evaluate an agreed project outcome. To reflect industry practice, you will develop a clear project plan to identify key deadlines, before selecting and performing a management role within a specific area of the project.

Throughout this module, you will learn to implement effective management techniques, motivate your team, and resolve any issues that could arise. You will gain external mentorship across the industry within this module to help propel you in the successful execution of your project.

Previous projects have been the creation of publishing companies, running and delivering a series of club-nights and even developing and securing funding to create tech-based solutions for current industry problems.

Learning Outcomes:

1. Critically analyse and evaluate your role and personal development throughout the project
2. Implement effective management skills and techniques
3. Design and evaluate solutions to resolve technical, creative and personal issues
4. Manage and administrate a given project to an appropriate level for the area of study

Assessment: A portfolio/report.

Self-employment in Music and Creative Industries

Starting by evaluating various start-ups and company structures, you will develop a business plan, working towards a sustainable business proposition. Through this module, you will learn everything that goes into setting up your own business, either as a sole-trader, partnership or a limited company, developing a business plan, cashflow forecast and sustainable and realistic financial projections which you can use to express your business idea to external bodies.

Learning Outcomes:

1. Critically evaluate company structures and business start-ups
2. Articulate and justify decisions for successful business planning
3. Prepare sustainable financial projections

Assessment: A portfolio including a business plan and cash flow projections.

Advanced Work Based Learning

Sourcing and applying for a more proactive role within a company, you will work collaboratively with an employer to define and manage a project that contributes positively to the overall company. And to ensure you gain relevant project management experience during this placement, all aspects will first be agreed with your tutor, allowing you the opportunity to prove your abilities and become invaluable to your employer.

Learning Outcomes:

1. Investigate and evaluate working practices in a real working environment
2. Demonstrate appropriate competencies and skills required for the successful completion of work-related tasks and project activities
3. Work collaboratively with an employer to define and manage a project
4. Critically evaluate personal experience and performance, and identify points of personal development

Assessment: A period of work placement and a portfolio/report.

Advanced Music, Digital & Creative Industries

Providing you with an overview of current business models and practices, alongside emerging trends and developments in the creative industries, this module encourages you to analyse and interpret a range of data, allowing you to predict future changes and developments in relevant fields.

Learning Outcomes:

1. Critically analyse and evaluate current development in technology, business models and practices in the music and creative industries
2. Analyse and interpret data
3. Hypothesise future music, digital and creative industries practices

Assessment: A lecture/seminar with supporting archive.

Major Project

As your most substantial piece of work, this project is entirely devised and led by you, with support from your tutor. Through independent research and evaluation, you will have the freedom to identify an appropriate subject area, and apply your range of knowledge and professional values to produce a portfolio of work which demonstrates a thorough understanding of your field, and highlights the extent of your achievements throughout your course.

Learning Outcomes:

1. Identify an appropriate topic area, and define and justify the nature, scope, and structure of the project
2. Produce a portfolio of work which applies knowledge of the specialist field of study
3. Integrate knowledge gained in a range of professional and regulatory areas
4. Analyse and evaluate personal performance and the final project output
5. Articulate arguments to an appropriate standard for the level of study

Assessment: A major project (if a dissertation, around 8,000 words), and a viva voce.

KEY INFORMATION

Qualification

BSc (Hons) Music Business and Creative Industries
(Awarding body: University of Central Lancashire)

Tuition Fees

£6,165 per year (full time), and £1,028 per 20 credit module (part time).
Total costs for the course are £18,495 (full time), and £18,504 (part time).

Funding

Information on funding for this course can be found [here](#).

Duration

3 years full time, or 5 years part time.

Start Date

September 2021

Entry Requirements

A minimum of 96 UCAS points at A2 or equivalent. You should also have achieved Grade 4 or above in GCSE Maths and English, or an equivalent (UK equivalents include key skills level 3 or functional skills level 2). You will also be invited to an interview, with subject experience and enthusiasm the primary basis on which applicants will be selected. Once your application has been processed you will be sent a letter stating the date that you are required to attend, and what will be required of you. If it is not possible for you to attend on the date proposed, please contact us to rearrange a date or agree alternative arrangements.

European applicants may not be able to attend an interview in the UK; once your application has been processed, you should submit an e-portfolio of your recent work by arrangement with us; this will be followed by a telephone interview. If English is not your first language, English at IELTS 6.0 (or equivalent) will be required. Please ask for details.

This course is open to UK and EU students. Applications from International students cannot usually be accepted because Spirit Studios does not have a Tier 4 licence. Therefore, if you require sponsorship under Tier 4 (i.e. a Tier 4 international student visa to study in the UK) then unfortunately we will be unable to consider your application for this course.

Non-Standard Entry

In some cases where the applicant has achieved alternatives to the standard entry requirements, through accredited study, non-accredited study or life experience, these qualifications or periods of experiential learning should be identified on the application form and will be discussed in the audition and interview.

Contact Hours

Generally, for each 20 credit module you undertake, you will be required to spend 200 studying; these hours will be divided between contact hours (time spent at Spirit Studios with staff) and independent study hours. On average, 60-70 hours of contact time is timetabled per module and each module might be split like this:

Direct contact hours (per module):	
Lectures / workshops / demonstrations	50 hours
Tutorial support	20 hours
Total direct contact hours	70 hours
Independent study (per module):	
Preparation for assessments	30 hours
Study to support practical & written work	100 hours
Total independent learning hours	130 hours
Total student learning hours (per module):	200 hours

Associated costs

We will not charge you any additional fees or ask you to pay any additional costs that are mandatory for the completion of your course, with the exception of:

- USB/flash/pen drives; some submissions will require work to be submitted on these (buying in bulk will save money and an 8GB might be as little as £2-£3). These are not returnable to students once submitted.

In addition to the course fees, there are some further costs which you may incur as a student on this course. These costs are optional and are not mandatory to your studies. These might involve buying for example:

- An external hard drive for backing up your work (a 1TB drive might cost around £40)
- Conference pass to the Great Escape (Brighton), including travel, approximately £230 (not including accommodation)

The purchase of books, stationery and computer consumables is an additional cost and so we suggest a minimum budget of £80 per term to cover these purchases.

Contact details

For an informal discussion and further details about the course please contact Daniel Buxton (daniel.buxton@spiritstudios.ac.uk) Tel: +44 (0)161 276 2100

SPIRIT STUDIOS.



APPLY

Applications to this course are made via the UCAS system.

You will need this information for your application:

UCAS Code: W390

UCAS Institution: C30

Campus code: Z

If you need any further help or advice on the application process, please contact:
callum.croston@spiritstudios.ac.uk or call us on 0161 276 2100.