

BA (Hons) Music Management

Modules Description

Students will undertake the following modules during their course of study:

Professional Skills for Business and Finance

This module will help you become more critical, evaluative, self-aware, self-confident, and more skilled and capable in how you use information and resources. These are essential literacy skills for effective research and study in Higher Education. This module will also help you improve your ability to make sense of new information, and your skills in questioning, data-gathering, reasoning, drawing valid conclusions and spotting bad arguments.

Introduction to Technology

This module will introduce students to the fundamental principles behind the operation of a range of live event and recording technology. This will include basic audio and lighting systems through to set ups for larger events. The module will also explore the roles and responsibilities of people employed in these fields. It will be necessary to cover the basic scientific principles of sound and power distribution.

People Management and Negotiation Skills

This module will explore the psychological relationships involved in effective people management. It will also help develop the students' negotiation skills and confidence. There will be an opportunity to test these skills through role-play situations.

Introduction to Music and Media Law

This module will explore the ever increasing role of law and intellectual copyright in the world of music and the cultural industries and will draw upon real life case studies to explore legal precedents within the music business.

Music Video Production

This module is designed as a practical foundation and aims to provide students with a working knowledge of key terms in film and the established industry conventions. It covers the basic concepts and fundamental disciplines necessary in production; techniques in pre-production planning; team-building; digital camera operation; lighting; sound; and simple non-linear editing techniques.

The Role of Music Management

The module is designed to develop an understanding of the mechanics of music production and marketing and give students a clear idea of their employment opportunities within the industry. Students will gain an appreciation and knowledge of the development of the role of the manager in today's global music and entertainment industry. They will gain a grounding of key skills and knowledge appropriate to managing and developing an artist across all genres. Students will also receive grounding in key figures within the industry and support organizations available to them to develop their professional careers.

PR and Publicity

This module will explore contemporary public relations and publicity practices in the music and wider entertainment industries to provide grounding in industry standard publicity, including working with other performers in the college.

Agency and Promoters

This module provides an introduction to the workings of agents and promoters and the field of live music, currently at the centre of the wider music business and will include case studies of events, concert tours and festivals.

Collection Societies and Industry Associations

Students will investigate the various income streams available to composers, artistes, musicians and producers. This module is the key introduction to copyright administration, and how income is collected and distributed to rights holders. It will introduce students to the key collection societies responsible for the distribution of royalties generated from copyrights, in addition to key support associations within the industry.

Enterprise and Business Development

This module defines and helps students acquire the personal and professional skills needed in order to develop a professional career and/or to succeed as entrepreneurs in small and medium sized enterprises (SMEs). Students will be aided in their reflection of their own abilities and aspirations, and assisted in the preparation of their "career management portfolio". They are then encouraged to develop an understanding of the entrepreneurial skills necessary to set up and run a successful business. Students working in groups are finally assisted in the preparation of a viable business start-up plan.

Creative Promotion and Marketing Communications

In addition to above-the-line media such as poster and press, advertising practitioners are also required to produce below-the-line or promotional activities and through-the-line or integrated marketing communications. This module will consider the concept of these approaches to marketing communications, examining the various options available from both a theoretical and practical aspect. Each medium will be considered a communication and promotional tool in the achievement of marketing communication objectives. Students will work on client briefs, exploring a variety of communication problems, develop a promotional plan and execute the campaign.

Touring Logistics And Planning

This module is a key foundation to understanding the mechanics and responsibilities of those working within the managerial sector of the live industry. A current practitioner teaches this module with many years of experience working worldwide with a broad range of acts and artistes. This experience will be shared with examples of professional practice throughout the module.

Event Design

The module explores the use of design to create appropriate environments and settings for events and to reflect upon how design can influence event experiences. This, in turn, allows for an analysis of the experience guests get from attending or taking part in an event.

Through experiential study and visits of events it is possible to analyse the design ideas used to create environments and explore the impact these have on customers. This can therefore include

lighting, decor, furniture, sound, smell, size & shape, it can also include challenge, adventure or repetition as well as the products or commodities we may use during the experience (clothes, equipment). It can also embrace social and cultural values that have been placed upon the particular experience, or psychological ideas about the perception we may have of an experience

Project

The project module is an individually negotiated and self-managed undertaking and as such has little prescribed module content. However, the generic characteristics such as the learning outcomes, the timetable and assessment strategies will largely remain the same for all. The module will commence with a series of sessions focusing on key aspects necessary for success in the undertaking of the project namely, organisational skills, managing resources, research and professional practice. Following your pitch the Module Leader will inform you of the available academic supervisor. You will be expected to maintain regular contact with them and update them on your progress.

Strategic Management

This module provides an overview on the current and future broader music (and entertainment) industry and seeks to bring together some of the teachings from previous Level 4 and Level 5 modules as well as ongoing Level 6 modules to furnish the student with the intellectual tools and specialist knowledge required to be a robust practitioner in today's diverse and competitive global music business. Lectures will provide students with a foundation of the roles of the manager within today's global music industry and examples of good working practice.

Each lecture in the module will focus on a specific issue or function of today's practitioners, along with an in depth analysis of the knowledge and transferable skills required. The module will also examine key practitioners from the industry over the past fifty years, the contribution they have made to the business, and their continuing influence.

Blast Radio

Students produce a diverse range of programming for Blast, including magazine format music and talk shows, news, flagship Brunch & Drivetime slots, specialist music and live performance. There are regular live broadcast sessions in the campus and Blast also covers important campus news, such as SRMC events across all campus.

Festival Studies

This module is a key foundation to understanding the mechanics and responsibilities of those working within the festival sector of the live industry. A current practitioner teaches this module with many years of experience working worldwide with a broad range of acts and artistes. This experience will be shared with examples of professional practice throughout the module.

Conference And Exhibition Studies (Optional)

This is a module on the Conference Venue Sector and therefore will combine practical and conceptual approaches. The module will provide an understanding and overview of the sector as well as examining and analysing key elements in the production of conferences and event venues and requirements. It will also focus on the specific factors involved in organising events, in particular looking at the resources and venues used to stage events of this type.

You will have the opportunity to apply your existing skills on budgeting and sponsorship, the key factors to consider when putting an event together. Throughout this module you need to be aware that you are in charge of your learning and be responsible for independent learning away from the set lectures and seminars.

Stage Management (Optional)

This module facilitates an introduction to the employment of stage managers, and assistant stage managers and their roles within the industry. You will investigate the responsibilities while working within the workplace stage managing an event taking place either on the university campus, or at one of its partners venues. The module will explore the range of legal and contractual responsibilities involved.