Module Specification – BMus (Hons) Popular Music Performance
LAUPMP403

1. Factual Information			
Module Title	The Business of Music 1	**Level**	4
Module Code	LAUPMP403	**Credit Value**	20

2. Module Aims

The aim of this module is to provide you with an introductory framework for you to begin to develop an understanding of your work in relation to the external contexts you are working within.

It will support you in identifying areas of personal interest within popular music performance, production, and composition practice within the creative industries and cultural environment, and to develop a personal promotion strategy to communicate to relevant organisations.

It will direct you towards independent study by encouraging discourse, enquiry, experimentation in the form of a foundational body of promotional material with relevant written or oral articulation of your individual creative context.

You are expected to produce work that demonstrates you are:

- Demonstrate an awareness of popular music performance, production and composition as a professional activity, of its critical and contextual dimensions, and of relevant health and safety requirements.
- Demonstrate self-management skills and the ability to articulate, record and present opinions, observations and evaluations through appropriate methods of written, verbal and musical communication.

3. Teaching and Learning Strategies

These are designed and delivered to support your learning of what is expected of you.

These may include tutorials, group critiques, seminars, lectures and workshops. Health and safety practices may be included where relevant.

Throughout the module delivery you will be encouraged to undertake independent study tasks to supplement and consolidate what is being learnt and taught.

4. Module Content

The music industry contributes £4.4bn annually to the UK economy and directly employs around 142,000 individuals full-time. This is not a single, monolithic organisation, but a constellation of interconnected businesses and professional bodies who are better regarded as the music *industries*. Additionally, the form, function and relation of these discrete organisations is dynamic.

The teaching will include sessions to:

- Develop your critical and analytic awareness of appropriate areas of popular music practice within the creative industries and cultural environment (KU3).

- Develop your ability to make appropriate use of research to position your practice in relation to the critical, cultural or social context of popular music performance, production and composition (KU5).
- Develop your ability to identify, evaluate, and apply ideas from a range of primary and secondary sources (IC1).
- Develop your capacity for making practical and critical judgements that demonstrates awareness of critical, effective, analytic and testable processes (P4).
- Develop professional presentation skills in order to effectively communicate with others, with an awareness of audience characteristics (T4).
- Demonstrate an awareness of the legal and ethical frameworks relating to intellectual property rights, evidencing the ability to identify intellectual property rights issues, and to take steps to safeguard innovation and commercialisation processes (T5).
- Apply discovered knowledge and reflective ability in order to be resilient in developing and sustaining a career path (including self-employment), taking account of personal health and welfare (T6).

This module introduces the legal, fiscal, ethical and structural professional contexts for contemporary popular music practice. Content will illustrate the structure of the popular music industries, in order that you can begin to define your professional career trajectory. You will engage with a range of sessions concerned with issues relating to popular music professional practice which will include (without being limited to): an introduction to intellectual property (I.P.) and copyright; music industry structure and collection societies; the performing artist's strategies for presenting, distributing and promoting practice within the creative industries; introduction to research; introduction to music publishing; funding; an insight to popular music related employment.

Your own popular music performance, production and composition practice will be central in your investigations on this module. You will be expected to engage with a series of lectures by practitioners involved in a range of popular music industries, audiences and markets.

Sessions will also typically promote awareness of intellectual property rights, including comprehension of the legal, ethical and other regulatory frameworks that are relevant to music production, manipulation, distribution, circulation and reception.

There will be skill-based workshops to enable you to increase skills with digital promotion, preparing and delivering presentations, research methods, and project management. The module will be supported by visits from visiting professionals and representatives from professional and trade bodies.

Visits to concerts, events, exhibitions, and various sites for the dissemination of popular music practice will be included where appropriate. You will be expected to develop a body of work in response to defined briefs that effectively demonstrates an awareness of your own practice in relation to others'.

5. Assessment

The performance of your learning will be evaluated by your production of a 'portfolio' which will include:

- A client-facing professional online presence with a specific business outcome, such as generating a web page which evidences your skills and intended practice

- An online reflective journal which includes creative outcomes from the taught sessions; any recordings, investigations, transcripts, studies, notes, reflections, and independent study undertaken in support of this; an explanatory written/oral rationale of no more than 500 words.

Your portfolio will be evaluated through the Presentation, Process, Idea, Documentation, and Technical 'fields'.

Weighting	100%

6. Assessment Fields

Field	Descriptor
Presentation	That which is seen by exhibition, portfolio, transcript, recording, presentation or performance, relevant to tasks set.
Process	Evidence of the learning journey through method in haptic, physical practice based and textual applications.
Idea	Thought, concept or aim relevant to task, student centred and with clarity of vision.
Documentation	That which evidences the student's journey in and through research, technical experimentation, and/or creative endeavour. Could include: data; reflection; analysis; planning.
Technical	Quality and/or utility of the technical features employed; demonstration of skill / competence in media relevant to task.

7. Reading List

Gordon, S. (2017). *The 11 contracts that every artist, songwriter, and producer should know*. Montclair: Hal Leonard Books.

Herstand, A., & Sivers, D. (2017). *How to Make it in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician*. London: Liveright.

Owsinski, B. (2016). *Music 4.1 : a survival guide for making music in the Internet age*. New Jersey: Hal Leonard.

Seabrook, J. (2016). *The song machine : inside the hit factory*. London: Vintage.

Strasser, R. (2010). *Music business : the key concepts*. London: Routledge.

8. Other Indicative Texts

Music Week	http://www.musicweek.com
Complete Music Update	http://www.completemusicupdate.com
HIIVE	https://app.hiive.co.uk

n.b. reading lists are subject to amendment