
Module Specifications: *School of Music*

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| Module Title: | Earning A Living In Music |
| Module Code: | BAPM02C |
| Level: | 4 |
| Credits: | 15 |
| Pre-requisites: | |

Module Description:

This module is designed to support the development of understanding of the nature of the Music Industry and, specifically, how the individual musician fits into the business as a whole. The learner is encouraged to take a realistic and structured approach to earning potential through the production of a personal business plan.

Links with the Work Based Learning modules are intended to facilitate the move from theory into practice.

Indicative Content:

- Main sectors of the music business
 - Business opportunities
 - Success as a performer
 - Personal inventory/SWOT analysis
 - Sources of work
 - A typical career within the music business
 - Self-employment and the musician
 - Commercialism and the musician
 - Image and promotion
 - Basic fund raising
 - Set-up costs
 - Writing a business proposal
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Learning and Teaching Methods:

The module will be delivered through a combination of:

Group lectures
Seminar groups
Individual tutorials

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Specific Learning Resources:

Bibliography

Highly Recommended

- Golzen, G (1981) *Working for Yourself* London: Kogan Page
- Levine, M (1997) *How to be a Working Musician* New York: (Watson-Guption Publications) Billboard Books
- Edwards, I et al (2000) *Running a Band as a Business* Thetford: PC Publishing
- Ford, T (ed) (1996) *The Musicians Handbook* London: Rhinegold
- www.musicbizacademy.com.uk
- <http://www.musicbank.co.uk>
- <http://www.bplanresources.com>
- <http://www.mbsolutions.com>
- <http://www.smallbusiness.co.uk>

Recommended

- Miller, R & Reuvid, J (2004) *Start-up and Run your own Business* London: Kogan Page
- Halloran, M (1996) *The Musicians' Business and Legal Guide* Prentice Hall
- Barrow, C (1995) *The Business Plan Workbook* London: Kogan Page
- York, N (1991) *The Rock File – Making it in the Music Business* Oxford: OUP
- Harrison, A (2005) *Music – The Business* London: Virgin
- Passman, Donald, S. Rev 2004 *All you need to know about the Music Business* London: Penguin Books
- Yetnikoff, W. and Ritx, D (2004) *Howling at the Moon – Confessions of a Music Mogul in an Age of Excess* London: Abacus
- Pattenden, S (2000) *How to make it in the Music Industry* London: Virgin

Background Reading

- Harris, K and (2005) *Inside Music 2005* Ebury Press
- Collegrave, S
- Scaping, P. (ed) (2005) *BPI Statistical Handbook* London: BPI

Module Learning Outcomes

Subject Specific Learning Outcomes

On successful completion of this module you will be able to:

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| LO1 | Demonstrate understanding of the music business by identifying the differing areas within it and outlining opportunities for earning a living |
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| L02 | Show an appreciation of geographical spread, markets, consumers and competitive advantage within the music business |
| L03 | Choose, research and define one area of the music business and identify potential employers, outlining their likely requirements and expectations |
| L04 | Identify opportunities for progression and individual earning potential within a chosen area of the music business, and within the business as a whole |
| L05 | Demonstrate a knowledge of basic business practice as it operates at a practical level within a chosen area of the music business |

| Assessment Title or element | Weighting (%) |
|---|----------------------|
| Introduction to the Music Business – <i>800 words</i> | 20% |
| Portfolio – written proposal for setting-up a business or pursuing a self-employment opportunity within the music industry – <i>3,200 words</i> | 80% |

Information correct at point of publication.