
Module Specifications: *School of Music*

Module Title:	The Self-Employed Musician
Module Code:	BAPM02I
Level:	5
Credits:	15
Pre-requisites:	

Module Description:

This module is designed to assist learners working within the self-employed sector of the music business through the development of an understanding of personal promotion, legal constraints and financial management. Although the content is aimed primarily at the performer, the theory is equally applicable to other self-employment opportunities within the music business.

The learner is encouraged to produce individual creative solutions to self-promotion problems and, following research, synthesise general information into an individual plan for legal and financial management.

The module will be linked to Professional Practice 2 as learners develop materials and knowledge enabling them to compete and survive in a freelance, self-employed world.

Indicative Content:

- Targets for promotion
 - a. *sources of work,*
 - b. *employer requirements and expectations,*
 - c. *targeting promotional material*
 - Designing and producing promotional material
 - a. *image,*
 - b. *costs,*
 - c. *competitive edge*
 - The musician and the law
 - a. *contracts,*
 - b. *copyright,*
 - c. *venue licensing,*
 - d. *health and safety*
 - Professional fees
 - a. *fee structures within the music business,*
 - b. *expenses,*
 - c. *typical incomes*
 - Self-employment and the law
 - a. *tax law*
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Module Specifications: School of Music

b. *personal record keeping*

Learning and Teaching Methods:

The module will be delivered initially through group lectures, moving to individual tutorial.

Specific Learning Resources:**Bibliography**Highly Recommended

HMSO (2005) *[A Guide to] Self Employment* Inland Revenue/HMSO

Ford, T (ed) (1996) *The Musician's Handbook* London: Rhinegold

Halloran, M (1996) *The Musicians' Business and Legal Guide* London: Prentice Hall

Recommended

Diggle, K (1994) *Marketing the Arts* London: Rhinegold

Levine, M. (1997) *How to be a Working Musician* New York: Billboard Books

Hill, E (1995) *Creative Arts Marketing* Oxford: Butterworth/Heinemann

Harris, K & Colgrave, S (2005) *Inside Music 2005* London: Ebury Press

Dern, A. and Underwood, J. (2003) *How to Succeed in the Music Business* London: Omnibus Press

Background Reading

<http://www.selfemployment.com.uk>

<http://www.vocalist.org.uk>

<http://www.musicbizacademy.com.uk>

<http://www.musician'sunion.org.uk>

<http://www.musistank.co.uk>

Module Learning Outcomes**Subject Specific Learning Outcomes**

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

LO 1	Produce competent self-promotion materials for a chosen sector of the music business
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LO 2	Research and identify the main legal constraints on the practitioner working within the music business and evaluate these in terms of an individual chosen sector
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LO 3 | Identify key aspects of financial management necessary for self-employment within the music business as a whole

LO 4 | Produce a realistic system for personal financial record keeping which shows an understanding of professional fee structures and likely expenses

Assessment Title or element	Weighting (%)
Portfolio <ul style="list-style-type: none">• promotion pack – <i>2,000 words or equivalent (50%)</i>• essay (the musician and the law) – <i>1,200 words (30%)</i>• plan (personal financial management) – <i>800 words (20%)</i>	100%

Information correct at point of publication.