

Module Outline	Part 1- as validated
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1.	Title	Performance Project
2.	Level	6
3.	Credits	20
4.	Indicative Student Study Hours	36 hours group lectures and tutorials 156 hours independent study 8 hours individual instrumental/vocal input per student
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module (purpose, principal aims and objectives)
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This module's focus is on the requirements to plan, market and perform in a public setting. A key aspect is to develop entrepreneurial skills to develop career paths through self-promotion. It will provide the opportunity for the acquisition of skills and understanding to equip the student for a professional career. The style of music and location of venue will depend upon the musical interests of the individual student.

6. Learning Outcomes - On successful completion of this module a student will be able to: <i>(Add more lines if required)</i>

1.	Evidence a high level of performance skill in a public music event
2.	Demonstrate an effective approach to project management
3.	Evidence the design and implementation of an effective promotional strategy
4.	Apply entrepreneurial skills in dealing with audiences and markets
5.	Work flexibly demonstrating independence and self-discipline

7. Assessment

Pass on aggregate or Pass all components <i>(modules can only be pass all components if this is a PSRB requirement)</i>	Pass
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Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Portfolio of performance video and supporting evidence	100%	No	30 min	1-5	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

Portfolio of performance will showcase promotional material as well as performance skills. It will be supported by evidence of marketing, entrepreneurial skills and self-awareness of the students place in the performing and/or education workplace.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA (Hons) Popular Music
BA (Hons) Performance and Teaching

1. Module Leader	Mark Roberts
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2. Indicative Content
<p>The module content includes the following topics:</p> <ul style="list-style-type: none"> • Public performance • Repertoire knowledge and choice • Marketing and promotion • Self-promotion • Independent capability • Professionalism • Evaluation

3. Delivery Method (please tick appropriate box)					
Classroom Based	Supported Open Learning	Distance Learning	E-Learning	Work Based Learning	Other (specify)
✓					
<i>If the Delivery Method is Classroom Based please complete the following table:</i>					
	Activity (lecture, seminar, tutorial, workshop)	Activity Duration - Mins	Comments	Learning Outcomes	
1	Introduction to module	30		1-5	
	Lecture 1	100			
	Discussion on appropriateness of venues	50			
2	Revision on previous session			1-5	
	Lecture 2	30			
	Discussion on target audiences	120 30			
3	Revision on previous session			1-5	
	Practical performance techniques	30 120			
	Peer review	30			

4	Revision on previous session	30		1-5
	Practical performance techniques	120		
	Peer review	30		
5	Practical on performance techniques			1-5
	Lecture 3	60		
	Discussion on marketing event	90 30		
6	Revision on previous session			1-5
	Performance workshop (ensemble 1)	30 150		
7	Revision on previous session			1-5
	Performance workshop (ensemble 2)	30 150		
8	Group work for repertoire 1	180		1-5
9	Group work for repertoire 2	180		1-5
10	Lecture 4 – law and finance	180		1-5
11	Revision on previous session			1-5
	Group work for supportive documentation	30 15		
12	Final performance preparations	180		1-5
Total Hours		36		

If delivery method is *not* classroom based state lecturer hours to support delivery

Academic tutorials: two 20-minute sessions per student.
Individual lessons: eight 40-minute

	sessions, where applicable
4. Learning Resources <i>To include contextualised Reading List.</i>	
<p>Baker, B. (2011) <i>Guerilla Music Marketing Online: 129 Free & Low-Cost Strategies to Promote & Sell Your Music on the Internet</i>. St. Louis: Spotlight Publications</p> <p>Baskerville, D. and Baskerville, T. (2012) <i>Music Business Handbook and Career Guide</i>. London: Sage Publications Ltd</p> <p>Green, B. (2016) <i>The Inner Game of Music</i>. London: Pan</p> <p>Gordon, S. & Rink, J. (2010) <i>Mastering the art of performance: a primer for musicians</i>. New York: OUP</p> <p>Kleikstein, G (2009) <i>The Musician's Way: A Guide to Practice, Performance, and Wellness</i>. New York: OUP</p> <p>Schneiderman,B (2008) <i>Confident Music Performance</i></p> <p>Wikström,P. (2009) <i>The Music Industry: Music in The Cloud</i>. Cambridge: Polity Press</p>	