

Module Outline

Part 1 – as validated

1. Title	Interacting with the Popular Music Industry
2. Level	6
3. Credits	20
4. Indicative Student Study Hours	24 hours work-based learning 36 hours group lectures 140 hours independent study
5. Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module (purpose, principal aims and objectives)

This module is designed to enable students to understand the foundations of successful employment and self-employment within the popular music industry and to initiate a process of career planning and preparation. Students evaluate their professional skills before and after a period of work experience that is relevant to their career aspirations. At least 24 hours of industry experience will be evidenced in a journal in support of a reflective report. They will undertake industry research, such as interviews with practitioners, and formulate an action plan for employment or business development. A final critical evaluation will demonstrate personal preparedness for working in the popular music industry.

6. Learning Outcomes - On successful completion of this module a student will be able to:

1.	Reflect on the personal development arising from professional experience gained during a negotiated period of work experience
2.	Critically evaluate working practices in relation to personal planning for employment within the music industry
3.	Demonstrate and critically evaluate personal preparedness for working in the popular music industry
4.	Communicate understanding fluently and with cogency
5.	Demonstrate initiative and personal responsibility

7. Assessment

Pass on aggregate or Pass all components

Pass on aggregate

Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count / Exam Length	Learning Outcomes Coverage	Comments
1.	Report	100%	Yes	3500 words	1, 2, 3, 4, 5	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

1. The portfolio includes: self-evaluation exercises; an overview of, and reflection on a period of work experience; action planning for future employment or business development with critical evaluation. Appendices should include a work journal, evidence of industry research (e.g. practitioner interviews) and additional supporting resources as relevant (e.g. a business plan or employer report).

8. Summary of Pre and / or Co Requisite Requirements

None

9. For use on following programmes

BA (Hons) Popular Music

1.	Module Leader	Jason Frederick
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2.	Indicative Content
	<p>The module content includes the following topics:</p> <ul style="list-style-type: none"> • Planning for work-based learning • Self-evaluation before and after work experience • Identification of personal learning needs • Reflective practice • Personal presentation • Professional behaviours • Industry research • Practitioner interviews • Action planning • Networking • Income projection • Business planning • Job applications • Interview technique • Developing a pitch • Union representation • DBS checks • Health and safety • Risk assessment

3. Delivery Method <i>(please tick appropriate box)</i>					
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 - Hrs	Comments	Learning Outcomes	
1	Module outline. Opportunities for work experience. Employed vs self-employed approaches. Self-evaluation exercises. Identification of personal learning needs. Initial proposal. DBS checks.	3hrs		1-5	

2	Self-evaluation review. Planning for work experience. Contacting employers and/or setting up freelance opportunities. Setting personal aims and targets.	3hrs		1-5
3	Health and safety. Risk assessment. Legal considerations. Industry research: setting up interviews with practitioners.	3hrs		1-5
4	Review of work experience planning, aims and targets. Industry research: professional protocols for chosen sector. Setting up a work journal. DBS checks.	3hrs		1-5
5	Industry research: income projection against business expenses. Reflective writing. Work experience monitoring and support.	3hrs		1-5
6	Job applications, CVs, interview techniques. Work experience monitoring and support.	3hrs		1-5
7	Developing a pitch. Work experience monitoring and support.	3hrs		1-5
8	Seminars highlighting key aspects of work-based learning so far with planning for remaining placement.	3hrs		1-5
9	Mock interviews and/or pitches. Work experience monitoring and support.	3hrs		1-5
10	Business planning. Report structure and content. Work experience monitoring and support.	3hrs		1-5
11	Action planning for career development. Reflective writing. Revising the report.	3hrs		1-5
12	Seminars – self and peer review of learning and career planning. Report proof-reading and checking.	3hrs		1-5

Total Hours	36	
If delivery method is <i>not</i> classroom based state lecturer hours to support delivery		

4. Learning Resources

To include contextualised Reading List.

Teaching space with audio and video playback facilities, computer suite.

Highly recommended

Dworkin, P. (2019) *The Entrepreneurial Artist: Lessons from Highly Successful Creatives*. Lanham: Rowman & Littlefield

Helyer, R. (2015) *The Work-Based Learning Student Handbook*. London: Palgrave Macmillan

Herstand, A. (2019) *How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician*. New York: Liveright

Recommended

Bassot, B. (2016) *The Reflective Journal*. London: Palgrave

Borg, B. (2014) *Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget*. Milwaukee: Hal Leonard

Harrison, A. (2017) *Music: The Business - 7th Edition: Fully Revised and Updated, including the latest developments in music streaming*. London: Virgin Books

Hatschek, K. (2015) *How to Get a Job in the Music Industry*. Boston: Berklee Press Publications

Owsinski, B. (2017) *Social Media Promotion For Musicians - Second Edition: The Manual For Marketing Yourself, Your Band, And Your Music Online*. Burbank: Bobby Owsinski Media Group