

**UNIVERSITY FOR THE CREATIVE ARTS**

**PROGRAMME SPECIFICATION FOR:**

**MUSIC MARKETING & COMMUNICATION**

**PROGRAMME SPECIFICATION [ACADEMIC YEAR 2019/20]**

*This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.*

## Section A – Material Course Information

Validating Body	University for the Creative Arts <sup>1</sup>		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons)		
Course Title	Music Marketing & Communication		
Course Location and Length	Campus: Epsom	Length: Full-time – 3 years	
Mode of Study	Full-time	✓	Part-time
Period of Validation	2019/20 to 2023/24		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
<p>Entry criteria and requirements<sup>2</sup></p> <p>The standard entry requirements** for this course are:</p> <ul style="list-style-type: none"> <li>• 112 UCAS tariff points from accepted qualifications*, or</li> <li>• Pass at Foundation Diploma in Art &amp; Design (Level 3 or 4), or</li> <li>• Distinction, Merit, Merit at BTEC Extended Diploma, or</li> <li>• Merit at UAL Extended Diploma, or</li> <li>• 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject</li> </ul> <p>And four GCSE passes at grade A*-C and/or grade 4-9 including English Language.</p> <p>Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p>*To see the accepted QCF qualifications, visit: <a href="http://uca.ac.uk/study/accepted-qualifications/">http://uca.ac.uk/study/accepted-qualifications/</a></p> <p>** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.</p>			
Overall methods of assessment <sup>3</sup>	Written exams:	Practical exams:	Coursework:

<sup>1</sup> Regulated by the Higher Education Funding Council for England

<sup>2</sup> This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

<sup>3</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

	Stage 1	0.0%	0.0%	100%
	Stage 2	0.0%	13.3%	86.7%
	Stage 3	0.0%	10.0%	90.0%
Overall Learning & Teaching hours <sup>4</sup>		Scheduled:	Independent:	Placement:
	Stage 1	42.1%	57.9%	0.0%
		505 hours	695 hours	0 hours
	Stage 2	31.3%	51.3%	17.5%
		375 hours	615 hours	210 hours
	Stage 3	34.6%	65.4%	0.0%
		415 hours	785 hours	0 hours
General level of staff delivering the course <sup>5</sup>		The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study		English		
Subject/Qualification Benchmark Statement: Communication, Media, Film & Cultural Studies, Business & Management, Music Framework for Higher Education Qualifications (FHEQ)				

### The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
<b>Year/Stage 1</b>				
EMMC4001 Marketing Fundamentals	4	20	Core	

<sup>4</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>5</sup> Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

EMMC4002 Music History & Popular Culture	4	20	Core	
EMMC4004 Digital Communications	4	40	Core	
EMMC4003 Music Marketing & Promotion	4	40	Core	
<b>Year/Stage 2</b>				
EMMC5001 eBusiness and eMarketing (Digital Business & Marketing)	5	40	Core	
EMMC5004 Culture, Music & Identity	5	20	Core	
EMMC5003 Music Branding & PR	5	20	Core	
EMMC5002 Professional Practice and Marketing Placement	5	40	Core	
EMMC5006 Professional Practice (Study Abroad Incoming)	5	20	Elective	No
EMMC5005 Study Abroad Option for MMC Study Abroad with Host Institution	5	20	Elective	No
<b>Year/Stage 3</b>				
EMMC6001 Market Research, Trends & Insights	6	60	Core	
EMMC6002 Music Entrepreneurship & Enterprise	6	60	Elective	Yes
EMMC6003 Final Thesis	6	60	Elective	No

## Section B - Course Overview

As the only one of its kind in the country, the Music Marketing and Communication BA provides you with the tools you need to work in any of the three key areas of the music industry including Recording, Publishing and Live music – but specifically on the marketing and promotion of acts and artists.

The music industry is a dynamic place and is in constant flux due to the emergence of new talent and the development of innovative technologies. The three-year course covers all areas of marketing music including branding, market research, the live music industry, social media management, music business, e-commerce, merchandising and public relations. This course has creativity at its core. From devising mood boards, style guides and social media campaigns for young artists to writing press releases and producing videos to profile an up-and-coming band, you will hone your knowledge and skills as a music marketer and media professional. You will also learn about promoting and operating in the live music sector from local gigs to national festivals.

Working with young, emerging artists, you will create marketing campaigns from concept through to implementation via research, road-testing ideas and creating an identity. The media element to the course will guide you in how to communicate effectively and engagingly both within the industry and to the public.

You will explore marketing and communication through both traditional and digital media – from print, radio and television through to its current iterations – YouTube, live streaming, podcasting, Instagram and Twitter – as well as investigating the potential of AI and VR.

As part of the curriculum, you will develop your knowledge and understanding of the history, present and future of contemporary music and associated cultural and sociological theories and apply that knowledge to practical, creative projects as well as a professional placement within the music business.

The course is intimately linked to the music business through a range of associations with the major labels (Universal, Warner and Sony), as well as independent labels, PR companies, live agents, concert promoters, service companies, artist managers and marketers. The course is part of the new, dynamic Business School with all the potential for cross-course collaboration and industry engagement that comprises.

Units are taught by music industry professionals with academic underpinning supported by industry guest lectures, conferences, work placements and trips both in the UK and abroad.

The course builds on students' engagement with the contemporary music scene, encouraging you to explore and experiment with ideas to promote, market and manage music talent through live performance and product releases. With the development of digital and on-line streaming the music industry now holistically addresses its content management systems, integrating advertising, brand and merchandising and e-commerce under the umbrella of marketing and promotion. You will develop your knowledge and understanding of the history of contemporary music and its role as social commentator to inform your visual marketing and promotional work. You will study the music and media and communication theory that underpins your creative and commercial practice.

#### Section C - Course Aims

A1 – To develop your knowledge and associated skills relevant to the music marketing, promotion and the music business and in relationship to career progression

A2 – To enable you to develop and apply entrepreneurial skills in dealing with clients, audiences, consumers and markets

A3 – To allow you to apply your knowledge and understanding of marketing & communication through a variety of means and forms across traditional and digital media.

A4 – To develop your awareness of cultural, historical and technological context within which music and music media management operates and how these determinants may affect your future work in the field.

A5 – To deepen your knowledge and understanding of trends and audience demands

A6 – To enable your research and analytical skills appropriate to further vocational or study opportunities at post graduate level

A7 – To equip you with a wide range of skills and attributes which enable you to become an effective Music professional.

A8 – To develop your abilities to integrate academic theory and practice and to be able to apply this knowledge and understanding to music management and communication scenarios.

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#### Section D - Course Outcomes

Upon successful completion of the course students are able to demonstrate:

Knowledge of:

- LO1 Techniques, concepts and processes in the production of music marketing
- LO2 Critical and contextual understanding of theoretical knowledge of key academic and practical theories and concepts in relation to music marketing and communications

Understanding through the application of:

- LO3 Awareness of the structures and processes in music and media industries.
- LO4 Analysis and evaluation of the role of music marketing in social context.
- LO5 Analysis of the Marketing choices available to businesses and review how Marketing decisions are taken in their economic and cultural context.

Technical and applied professional skills through

- LO6 The ability to Locate, research and utilise appropriate sources of marketing and evaluate its interconnections with other functional areas of the music industry to produce effective project outcomes.
- LO7 The ability to Work effectively in a professional context in group environments and as independent learner
- LO8 Compiling a network of contacts in the UK and where appropriate, internationally.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

In keeping with all courses at the University for the Creative Arts, the BA (Hons) Music Marketing & Communication course development team believes that the most effective educational experience combines both structured teaching, applied learning and independent study. The teaching methods encourage deeper thinking, while the learning strategies promote the skills of critical reflection, applied practice and the capacity to sustain a commitment to study.

The delivery of The BA (Hons) Music Marketing & Communication course utilises a student-centred approach consisting of lecturers, seminars, supported tutorials and independent learning. The course is supported through a series of core interconnected units with the Business School for the Creative Industries. Tutor-led discussion of provided case studies will be used in the seminars and tutorials. Guided learning will be used for Market Research and Marketing Projects with an emphasis, which aims to support students through tasks designed to develop skills and understanding, and to promote communication, responsibility and appropriate decision-making. These approaches to the learning process are supported by appropriate resources, including access to business management and marketing research databases, and written materials.

Learning and teaching strategies will combine structured teaching, one-to-one support and independent study to empower students as autonomous thinkers. The team deliver essential skills and support and, as the course progresses, allow the individual student to develop maximum responsibility for their own learning. Timetabled self directed study will enable students to

demonstrate their skills as independent learners through personal time management, to develop their ability to formulate goals and meet deadlines. We also use self directed study to replicate professional working conditions.

The methods employed across the course are aligned to current pedagogic thinking and in particular 'deep approaches' to learning. The teaching methods employ strategies to promote creativity and exploration, as well as the skills of critical reflection and the capacity to sustain a commitment to study. These methods include: group work, group and individual tutorials, seminars, critiques, presentations, work placements and self-directed study.

The course team believes in the integration of theory and practice as critical learning and reflective methodologies. Theoretical components are integrated within the course, which allows students to reflect on and contextualise their practice in preparation for employment and/or postgraduate study.

The course benefits from its proximity to London and the considerable resource that London provides. Regular guest practitioners from industry deliver lectures or teach on specific projects bringing with them contemporary and current approaches to their disciplines and a critical, external perspective. All projects are updated annually to embrace contemporary trends, industry developments, new ideas and methods of delivery.

We make every effort to ensure that UCA is an inclusive environment, where explicit consideration is given to the full diversity of our students. We provide an environment which is compliant with the requirements of the Equality Act (2010). Our programme is designed to ensure that all students succeed to their potential, regardless of any protected characteristics (disability, sexuality, religion, gender and/or other socio-cultural identities). Most importantly, we recognise that diversity leads to a richer learning experience for all and the BA (Hons) Music Marketing & Communication programme is going to utilise the nature of the student populations, often comes from a very diversified cultural background, as well as other social economical background. Where required, and where possible, learning and teaching can be adapted to the specific needs of the student, through the adaptation of delivery and teaching materials.

We are committed to integrating sustainability into the curriculum. This is specifically embedded in the BA (Hons) Music Marketing & Communication course, where you can develop the understanding of the sustainability in business enterprises and in the creative industries. Throughout the programme, we encourage students to live and work more sustainably whilst recognising the impact that decisions and actions have on the local, national and global communities to which we belong.

Given the scope of the programme employability is embedded throughout and is linked to every unit. It is a core ethos of the programme and is evidenced in the programme overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where students will gain transferable skills which are adding values to their future employability and enterprising ventures.

#### Assessment Strategy

The assessment strategy for the BA (Hons) Music Marketing & Communication is concerned with the student's development through understanding of bodies of knowledge and the application of a range of advanced technical and professional skills in the development of this knowledge. In order to make this relationship clear, learning outcomes are mapped against assessment criteria in each unit descriptor.

The diversity of assessment tasks allows for inclusivity for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. Inclusive practice of

written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology.

In order for students to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking and also allows for live clients and projects.

#### Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives