1. **Title of the module**

CMAT3050 (CMAT305) – Music in the Creative Industries

1. **School or partner institution which will be responsible for management of the module**

Centre for Music and Audio Technology

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 Credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA (Hons) Music Business and Production

BA (Hons) Music, Performance and Production

BSc (Hons) Music Technology and Audio Production

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Demonstrate familiarity with the varied and changing nature of music and arts organisations in contemporary society;

9.2 Demonstrate knowledge of various business structures and funding models for music related businesses and projects;

9.3 Demonstrate an understanding of the connection between music industry practices and the business environment;

9.4 Demonstrate an understanding of music career pathways, including performance, production, technology, and music enterprise.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Use data effectively by analysing, interpreting and presenting relevant information;

9.2 Utilise appropriate technology for information gathering and research;

9.3 Demonstrate entrepreneurship, employment skills and an awareness of transferable skills.

1. **A synopsis of the curriculum**

The module explores the current creative industries, particularly focusing on music industry characteristics and structures, music organisations and relevant arts groups. Students will be guided to appreciate a broad range of career opportunities in these areas and they will develop an understanding of the skills and specialisms required for specific areas. This will provide a clear context for their further studies on their chosen degree programme. Students will also develop their critical awareness by examining recent historical trends in music and the creative industries.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Ashurst, W. (2000). *Stuff the Music Business: The DIY Guide to Making it*. London: Sanctuary.

Baker, B. (2013). *Guerrilla Music Marketing Handbook: 201 Self-promotion Ideas for Songwriters, Musicians and Bands on a Budget*. St. Louis, MO: Spotlight Publications.

Davis, S. and Laing, D. (2006). *The Guerrilla Guide to the Music Business*. New York: Continuum.

Knopper, S. (2009). *Appetite for Self-destruction: The Spectacular Crash of the Record Industry in the Digital Age*. London: Simon & Schuster.

Krasilovsky, M. W., Shemel, S. and Gross, J. M. (2003). *This Business of Music: The Definitive Guide to the Music Industry*. New York: Billboard Books.

Passman, D. S. (2011). *All You Need to Know About the Music Business*. London: Penguin.

Patrik Wikström. (2013). *The Music Industry: Music in the Cloud (DMS - Digital Media and Society)*. Cambridge: Polity Press.

1. **Learning and teaching methods**

Total Contact Hours: 22

Private Study Hours: 128

Total Study Hours: 150

1. **Assessment methods**
   1. Main assessment methods

* Career Map (500 words) – 40%
* Essay (1,500 words) – 60%
  1. Reassessment methods
* Like-for-like

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Lecture | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Seminar | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |
| Career Map |  | **x** | **x** | **x** | **x** | **x** | **x** |
| Essay | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

Although primarily focusing on the creative industries in the UK, this module will reference international creative industries companies and discuss how they approach working in different countries and cultures.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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| Revised FSO Jan 2018 |