1. **Title of the module**

CMAT3060 (CMAT306) – Music Event Production Project

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)**

Spring

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

None

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

BA (Hons) Music Business and Production

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

8.1 Demonstrate an awareness of various case studies of music events;

8.2 Demonstrate an understanding of the resources and people required for an event that need to be planned, budgeted and managed;

8.3 Develop a proposal for an event that draws together the business and creative skills of the group members.

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

9.1 Be self-critical of work in progress, responding to the critical insights of others and investigating and assessing alternative methods and techniques;

9.2 Prioritise tasks and work efficiently on a project over a period of time;

9.3 Work effectively as part of a group, utilising interpersonal skills of communication, planning and evaluative interaction.

1. **A synopsis of the curriculum**

Lectures throughout the module will discuss and analyse a range of music events, providing students with an understanding of both large-scale productions and smaller local events. The importance of planning all aspects (space, technical resources, staffing, marketing, finances, etc.) will be emphasised. In the second half of the module, students will be guided to create a fully-costed proposal and plan for an original event. Students will work in small group of between two to three students, and their project will be pitched to their fellow students and an academic panel in the summer term.

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

Anderton, C., Dubber, A. and James, M. (2010). *Understanding the Music Industry*. London: Sage.

Harrison, A. (2014). *Music: The Business*. London: Virgin Books.

Kemp, C., Hill, I. and Upton, M. (2004). *A Comparative Study of Crowd Behaviour at Two Major Music Events*. Cambridge: Entertainment Technology Press.

Passman, D. (2014). *All you Need to Know about the Music Business*. New York: Simon & Schuster.

PINE. J. B. and J.H.Gilmore. (1999). *The Experience Economy: Work is Theatre & Every Business a Stage*. Boston: Harvard.

1. **Learning and teaching methods**

Total Contact Hours: 22

Private Study Hours: 128

Total Study Hours: 150

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

* Written Comparison (1,500 words) – 60%
* Group presentation (15 minutes) – 40%
  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* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** |
| Lecture | **x** | **x** | **x** | **x** | **x** | **x** |
| Seminar | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |
| Written Comparison | **x** | **x** |  | **x** | **x** |  |
| Group Presentation | **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.

**FACULTIES SUPPORT OFFICE USE ONLY**

**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 |