



MODULE DIRECTORY

LEVEL 7

TILEYARD EDUCATION

WALES INSTITUTE OF SCIENCE & ART

2022-2023

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INTRODUCTION

This Module Directory includes all the modules for Level 7, Tileyard Education in the academic year 2022-2023.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

MODULES

MODULE CODE: ADAD7003
TITLE: Foundation
DATED: 05/04/2019

LEVEL: 7
CREDITS: 60

JACS CODE: W374

AIM(S)

- To develop in the student a precise and critical understanding of the application and deployment of contemporary music production techniques and an ability to realise a music production based project from the pre-production and recording stage through to the beginnings of the mixing and mastering stage.
- To develop the students' well developed practical execution of music composition techniques relevant for the construction of musical artefacts within the modern music production idiom, alongside analytical comparison of their work against practitioners within the industry.
- To develop in the student a critical understanding of the modern landscape of the commercial music and entertainment sectors alongside the creative and innovative design, execution and management of a professional commercial strategy for an independent music artist.

LEARNING OUTCOMES

- Conceptualise and create multi-track recordings of live audio signals via contemporary music production tools, with an emphasising mastery and technical excellence.
- Critically evaluate, synthesise and engage appropriate theoretical compositional techniques and applying them in the creation of a self-devised portfolio of original material via industry standard software tools, with an emphasis on artistry.
- Critically analyse and evaluate the historical relationship between technology and music consumption, and its impact on global music industry economics.
- Synthesize current debates in relation to contemporary music industry trends and identify possible direction of future economic markets.
- Identify, evaluate and assess the impact of legislation on both contemporary and future music industry market trends (e.g. legal, ethical and sustainable working practices).
- Synthesise creativity, intellect professional expertise and sound business acumen when developing and proposing a strategy for a commercial music product.

INDICATIVE CONTENT

- Pre-production approaches and techniques. The realization of music ideas into a production artefact
- Workstation production and the DAW. The use of MIDI, virtual instruments, virtual DAFx, data management and the landscape of software production tools
- Recording techniques, microphone selection, overdubbing and audio editing
- Composition, music theory and arrangement (e.g. keys and chords progressions, transposing, melody and harmony development etc.). Use of software based notation tools and lead sheet creation
- Analysis of contemporary trends and techniques within the commercial music production landscape
- Care and nurture of personal production style through commitment to creativity, study and practice
- Analysis of creative and digital enterprise and practice: music and entertainment industry historic and current landscape, structure, practice and stakeholders in an international context
- Business Models and leadership development: Evaluation and analysis of incumbent, independent and emerging business models for revenue and wealth generation
- Practical and Legal requirements: setting up and managing a creative enterprise (financing creativity, organizational administration, legalities, registration of works)
- Sustaining and Growing Creative Business: International business strategies, growth and sustainability

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	200	33%
Independent learning	400	67%
Placement learning	0	
TOTAL	600	100%

NB When studied in the Online/Blended mode the hours will remain the same as the Campus / Attendance mode, but will be distributed differently over VLE and Intensive Study Camp.

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Pre-production Portfolio	20 - 30 minutes in duration with supporting materials	40%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	3,000 words	40%

Assessment Component 3

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Presentation	15 mins	20%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	80
Practical	20
TOTAL	100%

READING LIST

Module Code	ADAD7003	
Module Title	Foundation	
Classification	Reading List entry	Electronic*
Essential	Allen, P (2014) <i>Artist Management for the Music Business</i> 3rd Edition; London: Routledge	☐
Essential	Owsinski, B. (2009) <i>The Recording Engineer's Handbook</i> . New York: Music Sales Limited.	☐
Essential	Sebesky, D. (1994) <i>The Contemporary Arranger</i> . Alfred Publishing Company.	☐
Further	Bartlett, B. (2008) <i>Practical Recording Techniques: The Step- by- Step Approach to Professional Audio Recording</i> , London: Focal Press	☐
Further	Massey, H. (2000) <i>Behind the Glass</i> . San Francisco: Backbeat Books.	☐

Further	Huber, D. (2009) <i>Modern Recording Techniques</i> . London: Focal Press.	☐
Further	Koryat, K. (2008) <i>Guerilla Home Recording: How to Get Great Sound from AnyStudio</i> . New York: Hal Leonard	☐
Further	Simone Corelli (2013) <i>Pro Tools in One Hour (coffee break included)</i> . 1 Edition. CreateSpace Independent Publishing Platform	☐
Further	Rothermich E, (2016), <i>Pro Tools First 12 - How it Works: A different type of manual - the visual approach</i> ; CreateSpace Independent Publishing Platform, UK	☐
Further	Senior M, (2014) <i>Recording Secrets for the Small Studio</i> , Focal Press, UK	☐
Further	Tileyard Education music listening list, including: Pet Sounds – Beach Boys (Capitol, 1966) Abbey Road – The Beatles (Apple Records, 1969) What's Going on – Marvin Gaye (Tamla Records, 1971) Dark Side of the Moon – Pink Floyd (Harvest Records, 1973) Fleetwood Mac – Rumours (Warner Bros, 1977) Heroes – David Bowie (RCA, 1977) Unknown Pleasures – Joy Division (Factory Records, 1979) London Calling – The Clash (Epic, 1979) So – Peter Gabriel (Charisma Records, 1986) Loveless – My Bloody Valentine (Creation Records, 1991) The Downward Spiral – Nine Inch Nails (Nothing Records, 1994) OK Computer – Radiohead (Parlophone, 1997) Back to Black - Amy Winehouse (Island, 2006) Random Access Memories - Daft Punk (Columbia Records, 2013)	☐

MODULE CODE: ADAD7004
TITLE: Creation
DATED: 05/04/2019

LEVEL: 7
CREDITS: 60

JACS CODE: W374

AIM(S)

- To develop in the student the ability to execute and deliver high order music production artefacts realised by modern industry practices and underpinned by appropriate theoretical research.
- To empower the student to provide a high quality body of work that exhibits a strong sense of individualistic praxis and sonic personality appropriate for the modern music sector.
- To heighten the student's ability to utilise appropriate academic research techniques to develop a meta-cognitive approach to their industry practice.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Synthesise a range of academic research materials in order to formulate and justify an effective research topic and theoretical framework for your final major project.
- Systematically gather, interpret and analyse a range of valid primary and secondary data in line with your research topic, examining the scope and reliability of the data.
- Reflect critically on the development of your practical work and research within the context of the current international commercial music industry.
- Apply highly developed musical skill to formulate a distinctive body of compositional work that is linked to the theoretical framework of your research.
- Effectively communicate the intentions of your production work to a panel of experts.
- Expertly manage a range of competing priorities to successfully deliver a significant body of production work.

INDICATIVE CONTENT

- Research methods for the music/creative industries
- Research data collation, interpretation and analysis

- Critical reflection
- Time and organisational management
- Creative project management
- Entrepreneurial skills
- Presentation skills

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	100	20%
Independent learning	500	80%
Placement learning		
TOTAL	600	100%

NB When studied in the Online/Blended mode the hours will remain the same as the Campus / Attendance mode, but will be distributed differently over VLE and Intensive Study Camp.

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Proposal	2500 words	15%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	30-45 mins of original musical work + 5000 word reflective commentary + Presentation (10 minutes)	85%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	0
TOTAL	100%

READING LIST

Module Code	ADAD7004	
Module Title	Creation	
Classification	Reading List entry	Electronic*
Essential	Davies, M. (2007) <i>Doing a Successful Research Project: Using Qualitative or Quantitative Methods</i> . London: Palgrave Macmillan.	☐
Essential	Pears, R. and Shields, G. (2010) <i>Cite them right: the essential referencing guide</i> . 8th ed. Basingstoke: Palgrave Macmillan.	☐
Further	Amabile, T.M. (1983), <i>The Social Psychology of Creativity</i> , New York: Springer-Verlag.	☐
Further	Amabile, T. M. (1996), <i>Creativity in Context</i> , Boulder, CO: Westview Press	☐
Further	Barker, S.; Cole, R. (2009) <i>Brilliant Project Management (Revised Edition): what the best project managers know, do and say</i> , London: Prentice Hall.	☐
Further	Billingham, V. (2008) <i>Project Management: Planning and Delivering a Successful Project</i> , UK: Studymates Ltd.	☐
Further	Reiss, G. (2007) <i>Project Management Demystified</i> , London: Routledge	☐
Further	Kotler, P.; Armstrong, G.Wong, V.; Saunders, J.; (2014) <i>Principles of Marketing</i> , 14th Ed. London: Financial Times	☐
Further	Thomas G (2013), <i>How to do your Research Project</i> , Sage Publications Ltd; 2 edition	☐
Further	Bryman A, Bell E (2011) <i>Business Research Methods</i> , OUP Oxford; 3 edition	☐

MODULE CODE: ADAD7005
TITLE: Development
DATED: 05/04/2019

LEVEL: 7
CREDITS: 60

JACS CODE: W374

AIM(S)

- To develop in the student an advanced and critical understanding of the application and deployment of contemporary music production mixing & sound design techniques and an ability to realise a music production based project through to broadcast and release ready stages.
- To develop an advanced and critical understanding of the core principles of how a range of common electronic and analogue instruments make and amplify sounds, including cylindrical, stringed and percussive instruments, analogue and digital synthesisers, and code-based generative programmes.
- To develop in the student an advanced and critical understanding and practical skills relevant from composition to commercial brief for music entries including (but not limited to) record labels, music publishers, film and TV productions, advertising agencies and games developers.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

Deliver self-produced and composed broadcast quality audio masters, with an emphasis on technical excellence.

- Apply synthesis, sampling and sound design techniques within a self-produced and composed portfolio, with an emphasis on musical creativity.
- Employ with critical focus a variety of maker skills through the conceptualising and making of an analogue, electronic and/or code-based instrument
- Critically evaluate a range of alternative business models and modern manufacturing techniques, and assess how appropriate they are for different projects.
- Reflect upon and critique musical works created for mixed media applications and relate findings to your own conceptual work in this field.

- Develop flexibility in your working practice and/or stylistic methodology during the interpretation and comprehension of the needs of a client when working to a commercial brief.
- Reflect critically upon your own creative work in response to feedback from clients and consumers.

INDICATIVE CONTENT

- Music mixing paradigms and techniques within hardware and software landscapes
- Mastering and final audio artefact rendering
- Sound design, synthesis, sampling and sonic manipulation techniques and traits
- Graphical programming environments for sound design (i.e. Max For Live)
- Enhancement of personal production style through development of bespoke sonic traits and sonic personality
- Maker and hacker culture, history and tools
- Basic principles of common analogue and electronic instruments
- Circuit design and electronics
- Use of microcontrollers and sensors
- Programming using block and text-based code
- Product design, prototyping and iteration
- Creative use of new technologies and maker methodologies
- Alternative business models for monetising maker projects
- Team and group dynamic development
- Analysis of commercial briefs from record labels, music publishers, film and TV productions, advertising agencies, games developers, corporate audio branding, multi-media convergence events and large scale government or local authority projects
- Critical evaluation, analysis and reflection on the technological and interconnectedness of modern music production and its relationship to the wider entertainment industries

- Positioning of individual canon of work against established and existing practitioners within the sector

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	100	18%
Independent learning	500	82%
Placement learning		
TOTAL	600	100%

NB When studied in the Online/Blended mode the hours will remain the same as the Campus / Attendance mode, but will be distributed differently over VLE and Intensive Study Camp.

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Pre-production Portfolio (For Example; demo versions of your tracks, elements of your work in progress, alternative tracks that you considered when approaching the brief, commercial tracks that are similar to the brief.)	The Pre-production portfolio should amount to 30 minutes of recorded sound/music.	40%

Assessment Component 2

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Instrument (for example, a synthesizer plugin created in MaxMSP).	4,000 words plus associated physical hand in and oral presentation)	20%

Assessment Component 3

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio (for Example Writing for, film/TV/broadcast, Record label brief, Advertising brief)	30 minutes in duration with supporting materials (each component of the portfolio should be a minimum of 60 seconds in recorded length)	40%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	80%
Practical	20%
TOTAL	100%

READING LIST

Module Code	ADAD7005	
Module Title	Development	
Classification	Reading List entry	Electronic*
Essential	Katz, B. (2007) <i>Mastering Audio</i> . 2nd edition. New York: Focal Press.	☐
Essential	Russ, M. (2008) <i>Sound Synthesis and Sampling</i> , London: Focal Press	☐
Essential	Reas, C. (2015) <i>Processing: A Programming Handbook for Visual Designers and Artists</i> . New York: MIT Press	☐
Essential	Margolis, M. (2012) <i>Arduino Cookbook</i> . O'Reilly Media	☐
Essential	Platt, C. (2015) <i>Make: Electronics</i> , New York: Maker Media.	☐
Essential	Collins, N. (2009) <i>Handmade Electronic Music</i> , Oxford: Routledge.	☐
Essential	Hopkin, B. (1995) <i>Making Simple Musical Instruments</i> , North Carolina: Lark Books.	☐
Essential	Korsgaard M (2017) <i>Music Video After MTV: Audiovisual Studies, New Media, and Popular Music</i> , Routledge	☐
Essential	Stilwell R, and Powrie P (2005), <i>Changing Tunes: The Use of Pre-existing Music in Film</i> , Ashgate Popular and Folk Music Series	☐
Further	Owsinski, B. (2007) <i>The Mastering Engineer's Handbook</i> . New York: Music Sales Limited.	☐
Further	Mixerman. (2011) <i>Zen and the Art of Mixing</i> . New York: Hal Leonard.	☐
Further	Stavrou, M. P. (2003) <i>Mixing with your Mind: Closely Guarded Secrets of Sound Balance Engineering</i> . Flux Research	☐

Further	Wilson, R. (2013) <i>Make: Analogue Synthesisers</i> , New York: Maker Media.	☐
Further	Oram, D. (2016) <i>An Individual Note: of Music, Sound and Electronics</i> , London: Anomie Academic.	☐
Further	Aaron, S. (2016) <i>Code Music With Sonic Pi</i> , Cambridge: Raspberry Pi.	☐
Further	Rodgers, T. (2010) <i>Pink Noises: Women on Electronic Music and Sound</i> , North Carolina: Duke University Press.	☐

Module Code	ADAD7008
Title	Foundation in Digital Design
Date	12/08/2019
Level	7
Credits	60
Pre-Requisites	none

AIM(S)

- To develop in the student a precise and critical understanding of the planning, application and deployment of design techniques
- To promote the student's ability to critically appraise their work, and to compare and contrast their work to that of practitioners within the industry.
- To develop the personal design philosophy of the student.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Create and communicate a cohesive design portfolio to a commercial brief.
- Develop and articulate a personal design philosophy.
- Investigate the relationship between design and business.

INDICATIVE CONTENT

- Analysis of creative enterprise and practice: design industry historic and current landscape, structure, practice and stakeholders.
- Business Models: Evaluation and analysis of incumbent, independent and emerging business models for revenue and wealth generation
- Digital Design: competency and innovation in the use of digital design tools.
- Practical and Legal requirements: setting up and managing a creative enterprise (financing creativity, organizational administration, legalities, copyright, registration of works)
- Sustaining and Growing Creative Business: investigation of growth and sustainability strategies.
- Analysis of creative and digital enterprise and practice: design industry historic and current landscape, structure, practice and stakeholder.
- Communication rationale of their emergent personal design philosophy.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	200	33%
Independent learning	400	67%
Placement learning	0	
TOTAL	600	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	Equivalent to 6,000 words	60%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Presentation	15 minutes	20%

Assessment Component 3

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Summative reflection	2000 words	20%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	80%
Practical	20%
TOTAL	100%

READING LIST

Module Code	ADAD7008	
Module Title	Foundation in Digital Design	
Classification	Reading List entry	Electronic*
Essential	Wheeler, A. (2017). <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i> . Hoboken: Wiley.	☐
Essential	Cooke, A. (2018). <i>Graphic design for art, fashion, film, architecture, photography, product design and everything in between</i> . München: Prestel Verlag.	☐
Further	Bringhurst, R. (2013). <i>The Elements of Typographic Style: Version 4.0 (20th Anniversary)</i> . Dublin: Hartley & Marks.	☐
Further	Airey, D. (2013). <i>Work for money, design for love</i> . Berkeley, California: New Riders	☐
Further	Shaughnessy, A. and Bierut, M. (2009). <i>Graphic design</i> . London: Laurence King	☐
Further	Klanten, R. And Sinofzik, A. <i>Start Me Up!: New Branding for Businesses</i> (2015) Berlin: Die Gestalten Verlag, First Edition	☐
Further	Chavez, C. and Faulkner, A. (2018). <i>Adobe Photoshop CC Classroom in a Book</i> (2019 Release), First Edition	☐
Further	Anton, K. and DeJarld, T. (2019). <i>Adobe InDesign CC Classroom in a Book</i> (2019 Release), First Edition	☐
Further	Wood, B. (2019). <i>Adobe Illustrator CC Classroom in a book</i> , 2019 release	☐

Module Code	ADAD7010
Title	Creation in Digital Design
Date	12/08/2019
Level	7
Credits	60
Pre-Requisites	none

AIM(S)

- To develop in the student the ability to execute and deliver a complete design solution, campaign, budget, timeline and deliverables realised by modern industry practices and underpinned by appropriate theoretical research.
- To empower the student to provide a high quality body of work that exhibits a strong sense of design theory and practice.
- To heighten the student's ability to utilise appropriate academic research techniques to develop a meta-cognitive approach to their industry practice.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Prepare a research/independent study project that is both appropriate and feasible in terms of intended activities, outcomes and resources and thus establishes its importance to both academic and professional communities.
- Plan, manage and execute an in depth research, inquiry or investigation with a design focus by applying the principles of research design to the formulation of a research question including, where appropriate, formal hypotheses that can be tested and the selection of appropriate research methods for answering these questions.
- Articulate, present, propose and critically defend design solution in form of a client presentation, underpinned by and linked to relevant academic theories and models, resulting in a specific project proposal and plan(s) to the immediate pre-launch stage of the project.

INDICATIVE CONTENT

- Evidence of independent learning and development; stakeholder interests and ethical considerations; the investigative process; philosophical considerations; the use of theory; the importance of on-going clear communication.
- Demonstration of the appreciation of the importance of clear aims and objectives: project management, use of project management skills to budget, time management building and management of relationships; critical reflection.
- Exploration of the literature, development of a literature review with critical reviewing of published literature, conceptual and theoretical understanding, identification of research problems and questions.
- Choice of a research method, data collection and sampling, data analysis and interpreting results, reliability and validity of data, evidence based approach; dissemination of findings in a way that is consistent with professional practice. Development of valid conclusions and recommendations. Reflection on the research process and outcomes and the learning experience.

- Demonstration of the understanding of the essential principles, practices and processes related to the rigorous selection, design, implementation, analysis, evaluation and completion of a major piece of academic and/or design related research.
- Demonstration of the understanding of the theoretical and practical aspects of research design and evaluation, including ethical issues and literature/evidence searches and development of the necessary skills to undertake a sustained and individual programme of research.
- Support of the students' abilities in critical analysis, evaluation, the making of informed judgments and the communication of these in (a) academic and (b) professional design contexts.
- Development of the students' practical and professional abilities in applying and reviewing research in both academic and simulation-live situations.
- Development of the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors, peers, business professionals, and academic mentors.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	100	16%
Independent learning	500	84%
Placement learning		0%
TOTAL	600	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Proposal	2,500 words	15%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Design Portfolio and reflective summary	5,000	70%

Assessment Component 3

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual Presentation	15 mins	15%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	85%
Practical	15%
TOTAL	100%

READING LIST

Module Code	ADAD7010	
Module Title	Creation in Digital Design	
Classification	Reading List entry	Electronic*
Essential	Wheeler, A. (2017). <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i> . Hoboken: Wiley.	☐
Essential	Cooke, A. (2018). <i>Graphic design for art, fashion, film, architecture, photography, product design and everything in between</i> . München: Prestel Verlag.	☐
Further	Brighurst, R. (2013). <i>The Elements of Typographic Style: Version 4.0 (20th Anniversary)</i> . Dublin: Hartley & Marks.	☐
Further	Airey, D. (2013). <i>Work for money, design for love</i> . Berkeley, California: New Riders	☐
Further	Shaughnessy, A. and Bierut, M. (2009). <i>Graphic design</i> . London: Laurence King	☐
Further	Klanten, R. And Sinofzik, A. <i>Start Me Up!: New Branding for Businesses</i> (2015) Berlin: Die Gestalten Verlag, First Edition	☐
Further	Chavez, C. and Faulkner, A. (2018). <i>Adobe Photoshop CC Classroom in a Book</i> (2019 Release), First Edition	☐
Further	Anton, K. and DeJarld, T. (2019). <i>Adobe InDesign CC Classroom in a Book</i> (2019 Release), First Edition	☐
Further	Wood, B. (2019). <i>Adobe Illustrator CC Classroom in a book</i> , 2019 release	☐

Module Code	ADAD7012
Title	Development in International Music Marketing
Date	12/08/2019
Level	7
Credits	60
Pre-Requisites	none

AIM(S)

- To develop in the student an advanced and critical understanding of the application and deployment of contemporary music marketing techniques and practice in the work environment.
- To develop an advanced and critical understanding of the core principles of how a range of digital tools, techniques, platforms and technology fuse with traditional marketing and creative practise to enable successful music and entertainment marketing campaigns.
- To develop in the student an advanced and critical understanding and practical skills relevant to record labels, music publishers, film and TV productions, advertising agencies and games companies.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Critically evaluate and analyse complex and dynamic marketing theories, strategies and practices within the specialised context of music and entertainment
- Develop and present innovative and mixed media marketing strategies and tactics for commercial music campaigns across all forms of media.

INDICATIVE CONTENT

- Analysis of marketing theories and practices: market segmentation, targeting, positioning, sales, consumer behaviour, the psychology of marketing, the impact of culture and the perception of value
- Evaluation of marketing tools, techniques and practices across the dynamic media, platform and new technology landscape in a global business framework
- A critical analysis of the differences between marketing in the physical and digital worlds and the dynamic interplay in marketing campaigns between them
- Multiple current case studies of music and mixed media entertainment marketing campaigns, how they are devised, executed, monitored, and react to change
- Development of integrated marketing strategies which harness a range of communication and presentation tools to a high standard in the processes of researching, collating, presenting, and executing marketing campaigns

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	8%
Independent learning	500	84%
Placement learning	50	8%
TOTAL	600	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Marketing production and budgeting portfolio	3,000 words	40%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	3,000 words	40%

Assessment Component 3

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Solo presentation	15 mins	20%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	80%
Practical	20%
TOTAL	100%

READING LIST

Module Code	ADAD7012	
Module Title	Development in International Music Marketing	
Classification	Reading List entry	Electronic*
Essential	Kotler, P., Armstrong, G., Wong, V.; Saunders, J. (2014) <i>Principles of Marketing</i> , 14 th Ed. London: Financial Times	☐
Further	King, M (2009) <i>Music Marketing: Press, Promotion, Distribution, and Retail</i> , Berklee Press Publications	☐
Further	Godin, S (2008) <i>Tribes: We need you to lead us</i> , Piatkus	☐
Further	Baines, P., Fill, C. (2014) <i>Marketing</i> , 3 rd Ed, Oxford: Oxford University Press	☐
Further	Blythe, J. (2012) <i>Essentials of Marketing</i> , 5 th Ed, Harlow: Financial Times Prentice Hall	☐
Further	Bounds, A. (2010) <i>The Jelly Effect: How to Make Your Communication Stick</i> , Chichester: Capstone.	☐
Further	Brown, E. (2012) <i>Working the crowd: social media marketing for business</i> , 2 nd Ed, London: British Computer Society	☐
Further	Chaffey, D. (2012) <i>Digital marketing, strategy, implementation and practice</i> , Harlow: Pearson	☐
Further	Chaffey, D. (2013) <i>E-marketing excellence planning and optimizing your digital marketing</i> , 4 th Ed, London: Routledge	☐
Further	Damian, R. (2012) <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> , UK: Kogan Page Limited	☐
Further	Jobber, D. (2009) <i>Principles and Practice of Marketing</i> . USA. McGraw Hill	☐
Further	Godin, S (2007) <i>Permission Marketing: Turning Strangers Into Friends And Friends Into Customers</i> , Simon & Schuster UK; New Ed edition	☐

Module Code	ADAD7013
Title	Creation in International Music Marketing
Date	12/08/2019
Level	7
Credits	60
Pre-Requisites	none

AIM(S)

- To develop in the student the ability to execute and deliver a complete marketing solution, campaign, budget, timeline and deliverables realised by modern industry practices and underpinned by appropriate theoretical research.
- To empower the student to provide a high quality body of work that exhibits a strong sense of marketing theory and practice appropriate for the modern music sector.
- To heighten the student's ability to utilise appropriate academic research techniques to develop a meta-cognitive approach to their industry practice.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Prepare a research/independent study project that is both appropriate and feasible in terms of intended activities, outcomes and resources and thus establishes its importance to both academic and professional communities.
- Plan, manage and execute an in depth research, inquiry or investigation with a business and/or management focus by applying the principles of research design to the formulation of a research question including, where appropriate, formal hypotheses that can be tested and the selection of appropriate research methods for answering these questions.
- Articulate, present, propose and critically defend a business case in form of an investor presentation, underpinned by and linked to relevant academic theories and models, resulting in a specific project proposal and plan(s) to the immediate pre-launch stage of the project

INDICATIVE CONTENT

- The complexities and practical issues of business and management research: Independent learning and development; stakeholder interests and ethical considerations; the investigative process; philosophical considerations; the use of theory; the importance of on-going clear communication.
- The importance of clear aims and objectives: project management, use of project management skills to budget, time management building and management of relationships; critical reflection.
- Exploration of the literature, development of a literature review with critical reviewing of published literature, conceptual and theoretical understanding, identification of research problems and questions.
- Choice of a research method, data collection and sampling, data analysis and interpreting results, reliability and validity of data, evidence based approach; dissemination of findings in a way that is consistent with professional business and

management practice. Development of valid conclusions and recommendations. Reflection on the research process and outcomes and the learning experience.

- Introduction of students to the essential principles, practices and processes related to the rigorous selection, design, implementation, analysis, evaluation and completion of a major piece of academic and/or business and management - discipline related research.
- An understanding of the theoretical and practical aspects of research design and evaluation including ethical issues and literature/evidence searches and development of the necessary skills to undertake a sustained and individual programme of research.
- Support of the students' abilities in critical analysis, evaluation, the making of informed judgments and the communication of these in (a) academic and (b) professional business and management contexts.
- Development of the students' practical and professional abilities in applying and reviewing business and management research in both academic and simulation-live situations.
- Development of the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors, peers, business professionals, and academic mentors.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	100	16%
Independent learning	500	84%
Placement learning	0	
TOTAL	600	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Marketing Business Proposal	2,500 words	20%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Music Marketing Business Portfolio and reflective summary	5,000	70%

Assessment Component 3**(Tick one)**
☐ **Written exam**
☐ **Coursework**
☒ **Practical**

Mode of assessment	Volume	Weighting
Individual Presentation	15 mins	10%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	90%
Practical	10%
TOTAL	100%

READING LIST

Module Code	ADAD7013	
Module Title	Creation in International Music Marketing	
Classification	Reading List entry	Electronic*
Essential	Davies, M. (2007) <i>Doing a Successful Research Project: Using Qualitative or Quantitative Methods</i> . London: Palgrave Macmillan.	☐
Essential	Pears, R. and Shields, G. (2010) <i>Cite them right: the essential referencing guide</i> . 8th ed. Basingstoke: Palgrave Macmillan.	☐
Further	Amabile, T.M. (1983), <i>The Social Psychology of Creativity</i> , New York: Springer-Verlag.	☐
Further	Amabile, T. M. (1996), <i>Creativity in Context</i> , Boulder, CO: Westview Press	☐
Further	Barker, S. and Cole, R. (2009) <i>Brilliant Project Management (Revised Edition): what the best project managers know, do and say</i> , London: Prentice Hall.	☐
Further	Billingham, V. (2008) <i>Project Management: Planning and Delivering a Successful Project</i> , UK: Studymates Ltd.	☐
Further	Reiss, G. (2007) <i>Project Management Demystified</i> , London: Routledge	☐
Further	Kotler, P., Armstrong, G., Wong, V., Saunders, J. (2014) <i>Principles of Marketing</i> , 14th Ed. London: Financial Times	☐
Further	Thomas G (2013), <i>How to do your Research Project</i> , Sage Publications Ltd; 2nd edition	☐
Further	Bryman A, Bell E (2011) <i>Business Research Methods</i> , OUP Oxford; 3rd edition	☐

MODULE CODE: BMTY7000
TITLE: Creative Music Management
DATED: 07/12/2016

LEVEL: 7
CREDITS: 20

JACS CODE: W375

AIMS

- To critically evaluate and respond to a range of creative industry business models, theories and strategies applied by contemporary music and entertainment practitioners in relation to commercial best practice, including brand management and organisational leadership.
- To analyse key concepts and roles of leadership and management in an organisational, social, environmental and multicultural context that is characterised by rapid change.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically evaluate and respond to a range of business models, theories and strategies applied by contemporary music and entertainment practitioners in leading positions in relation to commercial practice;
- develop and present detailed, innovative and sustainable professional strategies and best practice for the exploitation of music and media intellectual property and skills.

INDICATIVE CONTENT

- Analysis of Creative Enterprise and Practice: music and entertainment industry historic and current landscape, structure, practice and stakeholders in an international context.
- Business Models: Evaluation and analysis of incumbent, independent and emerging business models for revenue and wealth generation.
- Leadership development strategies and implementations within a creative and new technology global context.
- Digital Enterprise: The role of digital technologies in creative enterprises (crowd funding, digital marketing, third party tools).
- Practical and Legal requirements: setting up and managing a creative enterprise (financing creativity, organizational administration, legalities, registration of works).

- Sustaining and Growing Creative Business: International business strategies, growth and sustainability.

LEARNING AND TEACHING STRATEGY

The first phase of the module will be delivered through a series of lectures, workshops and case studies designed to allow the student to think about and analyse the nature of convergence across the mixed media economy, the historic and current industry landscape of the commercial music and entertainment sector, key stakeholders, their roles and responsibilities, and varied methods of practice in relation to the exploitation of intellectual property and skills in the music industry. This is followed by an opportunity to work in groups to formulate and execute a professional commercial strategy for an independent music artist of their choosing, operating a small budget supplied by Tileyard Education. The module will conclude with a series of presentations, group reflections and feedback on strategies, tactics, deliverables and challenges faced.

Throughout the module, case studies will be used to illustrate alternative approaches and elicit critical responses and students will be supported in the development of their group strategies with peer to peer feedback and personal tutoring.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 50%

Portfolio (4 elements)

In a group of three or four students, groups are allocated a small working budget of £500 and tasked to develop an original artist campaign to include the recording, digital release and promotion of a single. Media assets created can include audio, video, iconography, art work, digital, social media, PR and live performance / event. Each student needs to submit an individual digital portfolio of evidence including 4-5 pieces of original work.

Assessment Component 2 – 50%

Reflective summary (2,500 words)

Write a 2,500 word reflective summary which explains your portfolio and reflects on the impact of new technologies on the music industry.

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100
Practical	0
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes X
	No
If yes please provide brief details (no more than 100 words):	
The module provides students with the practical and analytical skills in building management strategies and plans for businesses in the creative industries. It also focuses on issues related to strategic management preparing students for the wider arena of creating and implementing strategies in the creative environment. Student are also challenged to question conventions and explore related areas of interest. Students are encouraged to think out of the box and think as managers in a global environment as opposed to just operating in a local context.	

MODULE CODE: BMTY7001
TITLE: Economics, Planning and Finance
DATED: 07/12/2016

LEVEL: 7
CREDITS: 20

JACS CODE: W375

AIMS

- To develop a comprehensive understanding of managerial and micro-economics with reference to the economics and financing of creative entertainment.
- To develop the students' practical and professional abilities in applying lean business techniques and methods to the management of creative projects, including a professional level of information and communication technology (ICT) skills including word processing, Excel, PowerPoint and project management tools and techniques.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically analyse approaches to managerial economics and the micro-economic landscape of creative entertainment;
- apply detailed reasoning and assessment of lean business methods and techniques to entertainment projects and new business development and growth in the entertainment sector, including the critical evaluation of sources and routes to creative project financing, highlighting, where appropriate, strategies for raising capital given key project criteria.

INDICATIVE CONTENT

- Supply and demand models in an international context.
- Elasticity.
- Risk and uncertainty in consumption.
- Rational decision making.
- Competitive, imperfectly competitive and monopolistic markets.
- Economies of scale and pricing.
- Lean business planning and methodologies.
- Excel and project management tools and techniques for financial management.

LEARNING AND TEACHING STRATEGY

The module explores introductory economics and examines applications in managerial economics. It considers consumer economics and some empirical applications from a marketing perspective with reference to creative entertainment projects in the current international context.

It further considers managerial economics of the firm with applications and market structure. Throughout, concepts and applications are made relevant to real world examples.

Throughout the module, case studies will be used to illustrate alternative approaches and elicit critical responses and students will be supported in the development of their group strategies with peer to peer feedback and personal tutoring.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 100% Report (5,000 words)

Students are required to choose an organisation in the creative industries and produce a 5,000 word report which includes an analysis of the micro and macro environment of the organisation. Students should then discuss how lean business methods and techniques are applied and/or could be applied in the chosen organisation.

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100
Practical	0
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes X
	No
If yes please provide brief details (no more than 100 words): The module provides students with the practical and analytical skills to apply lean management and managerial economics tools and approaches to management in the creative industry. Students are encouraged to think innovatively, with originality and a view of the long term sustainability of organisational management both from an organisational and environmental view.	

MODULE CODE: BMTY7002
TITLE: Legal and Business Affairs
DATED: 07/12/2016

LEVEL: 7
CREDITS: 20

JACS CODE: W375

AIMS

- To analyse and systematically understand a range of music industry contracts and contractual terms for label, recording, publishing, live event, tours, festivals, IP licensing and new technology IP start up.
- To evaluate the nature of intellectual property and the legal framework for protecting and exploiting creativity and business in music and entertainment.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically analyse music industry contracts and contractual terminology and meaning;
- explore and evaluate the legal framework for intellectual property, examining issues and examples in the context of music and entertainment business.

INDICATIVE CONTENT

- Music industry contracts and contractual terms for label, recording, publishing, live event, tours, festivals, IP licensing and new technology IP start up.
- New business development, deal structure and negotiation from a legal perspective.
- The international legal framework of intellectual property and the protection and exploitation of creativity and business in music and entertainment.
- Intellectual Property: strategic approaches in key countries to protecting, exploiting and collecting revenue from IP (managing an IP portfolio, licensing IP, defending and collecting income from IP).
- Legal issues in the creative industries including substantive protection, control, exploitation, creation and proliferation, balance and enforcement. Other areas covered include authors, copyright, directors, internet, overview of trademarks (registered and unregistered), owners, performers, privacy, media, musicians, the control of ideas, and the law of confidence.
- Research and preparation methods for new business development and sales.

- Deal brokerage, negotiation and conflict resolution.
- The impact of new technology on rights and business development within the entertainment industry.

LEARNING AND TEACHING STRATEGY

This module is a blend of lectures, cafe style workshops, group exercises and reflective evaluation of leadership and new business development strategies and methods.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 - 50% Essay (2,500 words)

Write an essay on a chosen question on legal definitions, areas of copyright and the nature of intellectual property

Assessment Component 2 – 50% Case study (2,500 words)

Critically analyse and review a current case study relevant to the Music Industry and reflect on the implications.

Activity type	Percentage
Written exam	0
Coursework	100
Practical	0
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes X
	No
If yes please provide brief details (no more than 100 words): In order for organisations to be long term sustainability they must adhere not only to current relevant legislation but managers need to be aware of trends and possible changes in legislation in the future, especially in an increasingly globalised environment. This module develops the research and analytical skills that are necessary for these processes.	

MODULE CODE: BMTY7003
TITLE: Entertainment Marketing
DATED: 07/12/2016

LEVEL: 7
CREDITS: 20

JACS CODE: W375

AIMS

- The systemic and critical understanding of knowledge and evaluation of marketing theory, techniques and practices in the complex environment of media, broadcast, digital, outdoor, experiential, live and interactive marketing inherent in music and creative campaigns.
- To be able to develop a complex marketing strategy, budget and project plan for a creative music campaign across all forms of media and retail.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically evaluate and analyse complex and dynamic marketing theories, strategies and practices within the specialised context of music and entertainment;
- develop and present innovative and mixed media marketing strategies and tactics for commercial music campaigns across all forms of media.

INDICATIVE CONTENT

- Analysis of marketing theories and practices: market segmentation, targeting, positioning, sales, consumer behaviour, the psychology of marketing, the impact of culture and the perception of value.
- Evaluation of marketing tools, techniques and practices across the dynamic media, platform and new technology landscape in a global business framework.
- A critical analysis of the differences between marketing in the physical and digital worlds and the dynamic interplay in marketing campaigns between both worlds.
- Multiple current case studies of music and mixed media entertainment marketing campaigns, how they are devised, executed, monitored and react to change.
- Development of integrated marketing strategies which harness a range of communication and presentation tools to a high standard in the processes of researching, collating, presenting and executing marketing campaigns.

LEARNING AND TEACHING STRATEGY

The first phase of the module will be delivered through a series of lectures on the theory, history, nature and components of marketing. Guest lectures will focus on current and recent music marketing campaigns and how they were devised, executed and monitored and how they responded to dynamic change.

This is followed by an opportunity to work in groups to formulate and execute a professional commercial marketing strategy for an independent music artist of their choosing.

The module will conclude with a series of presentations, group reflections and feedback on strategies, tactics, deliverables and challenges faced. Throughout the module, case studies will be used to illustrate alternative approaches and elicit critical responses and students will be supported in the development of their group strategies with peer to peer feedback and personal tutoring.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 75% Report (4,000 words)

Assemble a marketing report comprising of the strategy, budget, timeline, project plan and asset deliverables for the release of an original artist's album, single, national and international promotion and UK / European live promotional tour.

Assessment Component 2 – 25% Presentation (10 minutes)

Present the marketing strategy, budget, timeline and market analysis for an original artist's album release campaign across all media.

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	75
Practical	25
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes X
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	No
If yes please provide brief details (no more than 100 words): The module provides students with the practical and analytical skills in marketing management. The focus on digital marketing means that resources can be used in both more economical and environmentally more sustainable ways. In addition, students are also exposed to the ethical aspects of marketing and are challenged to question conventions and explore related areas of interest. Students are encouraged to approach marketing in an integrated, resource sustainable manner within a global environment as opposed to just operating in a local context.	

MODULE CODE: BMTY7004
TITLE: New Technology in Music and Creative Entertainment
DATED: 07/12/2016

LEVEL: 7
CREDITS: 20

JACS CODE: W375

AIMS

- To develop the ability to analyse and evaluate strategic priorities to deliver business at speed in an environment where digital technology is reshaping traditional revenue and business models.
- To develop a deep knowledge of a range of current and recent digital music and entertainment products, services, platforms and providers through case study analysis, guest lectures and personal research.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically evaluate and respond to a range of business models, theories and strategies applied by contemporary music and entertainment in relation to commercial practice in the digital world, and to be able to assess their disruptive impact on incumbent commercial operations, consumer behaviour and the consumption of music and entertainment.
- analyse and evaluate different uses of new technology, applications, platforms and services with reference to music and entertainment practice.

INDICATIVE CONTENT

- Analysis of creative enterprise and practice in new technology for music and entertainment in a global context.
- Evaluation and analysis of the disruptive and regenerative impact of new technology on incumbent and independent business.
- A detailed case study review and analysis of companies and new technologies operating in the music and entertainment sectors, both major labels and independents.
- The impact of new technology on intellectual property, the administration of rights, the nature of piracy and the monitoring and collection of income from digital commerce.
- Strategies for growth of new technology operations.

LEARNING AND TEACHING STRATEGY

The module will explore through lectures and case studies the impact of new technology on creative entertainment, from creation to consumption, analyzing how new technology is disrupting and reinventing modern business practice in a global context.

Throughout the module, case studies will be used to illustrate alternative approaches and elicit critical responses and students will be supported in the development of their group strategies with peer to peer feedback and personal tutoring.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 50%

Essay (2,500 words)

Critically evaluate how new technology has turned the music industry from a product to a service sector.

Assessment Component 2 – 50%

Individual Presentation (15 min)

Present a new technology product or service designed to enhance and commercialise audience engagement with commercial music.

Activity type	Percentage
Written exam	0
Coursework	50
Practical	50
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes X
	No
If yes please provide brief details (no more than 100 words): The module provides students with the practical and analytical skills necessary to harness new technologies for the music industry. It prepares students to use innovative and systematic thinking to explore the potential of new technologies for the creative sector and to analyse the impact these changes have on organisations and resources.	

MODULE CODE: BMTY7005
TITLE: Live Music and Event Management
DATED: 07/12/2016

LEVEL: 7
CREDITS: 20

JACS CODE: W375

AIMS

- To develop an in depth critical evaluation of the diverse project management skills, techniques and tools required to successfully plan and execute live music, entertainment, creative cultural and corporate events.
- To evaluate and determine the decision-making processes, strategies and deployments of live music event marketing, tours, showcases and festivals.
- To critically explore and analyse live event budgeting, health and safety, planning, execution and delivery both for domestic events and international touring.
- To analyse the impact of new digital technology on the planning, marketing and execution of live events.
- The reinforcement of conceptual understanding of events through the group planning, delivery and execution of a live music event and the reflective analysis of processes, dynamic change, marketing strategy, floor management and post event reporting.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically evaluate and respond to a range of business models, theories and strategies applied by contemporary music and entertainment practitioners in relation to commercial practice;
- develop and present detailed, innovative and sustainable professional strategies and best practice for the exploitation of music and media intellectual property and skills.

INDICATIVE CONTENT

- The analysis and evaluation of different types of live events including international touring and the procedures and planning required to successfully deliver them.
- A detailed study of event financing, budgeting and project management.
- The impact of new technology on the planning, marketing and experiential delivery of activities and information before, during and after live events.

- The group activity of planning, marketing, executing and reflecting on the outcomes of a live music event held at Tileyard Studios.
- Practical and Legal requirements inherent in the successful planning and execution of live events and festivals.

LEARNING AND TEACHING STRATEGY

The module will provide a comprehensive analysis of the types of live music and cultural events focusing on showcases, individual concerts, tours, festivals and branded / corporate events. Through lectures, case studies and practical group exercises the module will detail all aspects of event planning, financing, budgeting, marketing and execution. Throughout the module, case studies will be used to illustrate alternative approaches and elicit critical responses and students will be supported in the development of their group strategies with peer to peer feedback and personal tutoring.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 60% Portfolio (5 elements)

Assemble a portfolio of letters, formal documentation and license applications for a 2 day music festival on a UK countryside plot with a total capacity of 3,000 people. The portfolio should include a minimum of 8-10 different materials with explanations.

Assessment Component 1 – 40% Portfolio (3 elements)

Assemble a portfolio marketing floor management of group live event staged at Tileyard studios.

Activity type	Percentage
Written exam	0
Coursework	100
Practical	0
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes
	No

If yes please provide brief details (no more than 100 words):

The module provides students with the practical and analytical skills necessary to organise a live music event. It prepares students to use innovative and systematic thinking to plan the sustainable delivery of music events. This includes both environmental impact and resource sustainability.

MODULE CODE: BMTY7006
TITLE: Creative Business Project
DATED: 07/12/2016

LEVEL: 7
CREDITS: 60

JACS CODE: W375

AIMS

- To develop in the student an understanding of the application of research methodologies, and an ability to frame a business development proposal and investor presentation for the creative industries.
- To develop the students' practical and professional abilities in applying and reviewing business and management research with both academic rigour and practical application.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- prepare a research/independent study project that is both appropriate and feasible in terms of intended activities, outcomes and resources and thus establishes its importance to both academic and professional communities;
- plan, manage and execute an in depth research, inquiry or investigation with a business and/or management focus by applying the principles of research design to the formulation of a research question including, where appropriate, formal hypotheses that can be tested and the selection of appropriate research methods for answering these questions;
- articulate, present, propose and critically defend a business case in the form of an investor presentation, underpinned by and linked to relevant academic theories and models, resulting in a specific project proposal and plan(s) to the immediate pre-launch stage of the project.

INDICATIVE CONTENT

- The complexities and practical issues of business and management research: Independent learning and development; stakeholder interests and ethical considerations; the investigative process; philosophical considerations; the use of theory; the importance of on-going clear communication.
- The importance of clear aims and objectives: project management, use of project management skills to budget, time management building and management of relationships; critical reflection.
- Exploration of the literature, development of a literature review with critical reviewing of published literature, conceptual and theoretical understanding, identification of research problems and questions.

- Choice of a research method, data collection and sampling, data analysis and interpreting results, reliability and validity of data, evidence based approach; dissemination of findings in a way that is consistent with professional business and management practice. Development of valid conclusions and recommendations. Reflection on the research process and outcomes and the learning experience.
- Introduction of students to the essential principles, practices and processes related to the rigorous selection, design, implementation, analysis, evaluation and completion of a major piece of academic and/or business and management - discipline related research.
- An understanding of the theoretical and practical aspects of research design and evaluation including ethical issues and literature/evidence searches and development of the necessary skills to undertake a sustained and individual programme of research.
- Support of the students' abilities in critical analysis, evaluation, the making of informed judgments and the communication of these in (a) academic and (b) professional business and management contexts.
- Development of the students' practical and professional abilities in applying and reviewing business and management research in both academic and simulation-live situations.
- Development of the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors, peers, business professionals, and academic mentors.

PREREQUISITES

Before the commencement of Part II, all students will submit a brief two page project outline (no more than 1,000 words) which outlines their project idea. This is entirely formative and bears no credits. It serves the purpose of allocating supervisors and of identifying entirely unrealistic projects early. Students with unviable projects then have the opportunity to adjust their plans until the start of Part II.

TEACHING AND LEARNING STRATEGY

In order to facilitate the development of the Creative Business Project, students need to attend a series of Research Methodology workshops and as a result produce a successful research or independent study proposal, which will lead to a larger business development proposal.

Research Methodology Workshops

The workshops are intended to prepare students for the requirements of independent research and to enhance their professional competencies necessary for this purpose. The workshops consist of 20 hours group taught contact time which is frontloaded. The workshops are block-taught before students start on their major project. This format and timing of delivery ensures that students:

- develop a clear focus for their research, inquiry or investigation;
- identify the context, boundaries and stakeholder interests;
- consider research perspectives and ethical concerns and procedures;
- are informed about data collection and analysis;
- are in a position to successfully complete their business development proposal.

After students have attended the workshops, they are asked to produce a substantial piece of independent work (12,000 words) which has been instigated, developed and produced as a consequence of their own research initiative. This process is being supported by individual tutorials by an appointed supervisor. Students are given a project handbook and required to attend all specified supervisory sessions. Normally students would be able to expect about 10 hours individual tutorials.

The second part of this module is an investor presentation where students are required to present their project in a concise, convincing and coherent format to a panel of 'potential investors' (academic staff and business investors or practitioners).

Allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	30	5
Independent learning	570	95
Placement learning	0	0
TOTAL	600	100%

ASSESSMENT

Assessment Component 1 (80%) Report (12,000 words or equivalent)

Students are required to present a sustained Business Proposal on an agreed subject supported by appropriate evidence based on coherent research which evidences analysis, synthesis, evaluation, critical reflection, and the formation of judgments and conclusions based on the Business Project Proposal undertaken. Conclusions may be based on the learning related to the research/Business Project Proposal undertaken and the relationship to the proposal, the related employability skills and future employment contexts.

Total word count 12,000 words

Assessment Component 2 (20%) Presentation – 20 min (10 min presentation, 10 min Q&A)

Students are required to present their project as an investor presentation. This means they have to find convincing arguments for the business case, the methods used and the application of underpinning theories.

Activity type	Percentage
Written exam	0
Coursework	80
Practical	20
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes X
	No

If yes please provide brief details (no more than 100 words):	
The module provides students with practical and analytical skills in academic research, which can then be translated into business research. It also focuses on issues related to academic research preparing students for the wider arena of management research in a global environment. Students are also exposed to the ethical aspects of academic research and are challenged to question conventions and explore related areas of interest. Students are encouraged to be professionals in a global environment as opposed to just operating in a local context.	