Programme Specification

International Music Management (2020-21)

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of Study	Full-time
Duration in years	1
Accreditation details	None
Final award	Master of Arts (MA)
Name of award	International Music Management
Interim Exit awards	Master of Arts (MA)
	Postgraduate Certificate
	Postgraduate Diploma

FHEQ level of final award	Level 7
UCAS code	
Programme code	8391
QAA Subject Benchmark or other external reference	Master's Degrees In Business And Management 2007, Music 2008
Programme Lead	Thomas Irvine (tairvine)

Programme Overview

Brief outline of the programme

The Music Industry is a global and rapidly growing business, manifested in venues and live performance; recorded music; video, game, film and new media. This programme will provide you with an understanding of a diverse industry, the changing legal and economic frameworks within which it operates, marketing and associated technology platforms, and career paths in music. This programme is aimed at students seeking a future career in music management in a wide variety of contexts.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

Learning and teaching

A postgraduate degree from Humanities at Southampton offers you the wide and varied learning experience you should expect from a leading research university. We are committed to providing a relevant, modern and above

all enjoyable experience which will ensure you graduate with the additional skills and understanding you need to start a career within the music industry or elsewhere. Our course is global in scope: you will learn about real world music management problems drawn from a wide range of genres. You will develop your knowledge and understanding through lectures and tutor-led seminars, the preparation of presentations and student-led seminars, one-to-one tutorials with your supervisor for your management project, study visits, independent study and research.

Assessment

The different modules making up the MA will assess your thinking skills and what you have learnt in different ways, including the submission of portfolios of work, group or individual presentations, coursework essays and assignments, analyses of music management issues or problems, in-class tests or examinations and the final project submission. Our assessment approach is flexible and inclusive, ensuring that you have opportunities to engage with authentic assessment elements such as case studies concert reviews and business plans that will prepare you for the world of work in music management. The final project is a core element in establishing the acquisition of appropriate skills and the application of appropriate research techniques. Your supervisor will be available to provide regular and supportive advice, guidance and feedback on your progress, and help you develop your independent study skills.

Special Features of the programme

The programme will feature opportunities for you to learn through guest lectures and "master classes" offered by industry experts and University of Southampton academics from, for example, the Southampton Law School, the Southampton Business School, the Web Science Institute, the Future Worlds Business Accelerator and the Winchester School of Art. In addition you will be offered the opportunity to gain useful work experience by applying to participate in the internship ("arts ambassador") programmes of Arts at Southampton, who manage the Nuffield Theatre, the Hansard Gallery and the Turner Sims Concert Hall.

Please note: As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our Disclaimer to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's programme validation process which is described in the University's Quality handbook.

Educational Aims of the Programme

The aims of the programme are to:
- prepare you for a future management career within a multi-billion   dollar global industry
- provide you with a comprehensive knowledge of the global music industry in its diverse forms
- develop your understanding of the technological, legal and economic frameworks within which music it operates
- develop comprehensive cultural awareness of the music's function and value in policy, funding and organisational settings and skills relating to marketing and associated technology platforms
- develop your knowledge of the basic principles of cultural economics
- develop your practical music management skills in organisational, entrepreneurial and professional contexts.

Programme Learning Outcomes

Knowledge and Understanding

On successful completion of this programme you will have knowledge and understanding of:

A1.   awareness of people and organisations comprising the global music industry in its different forms and how they are managed

A2.   new insights and current issues in music business and management, including those raised by new technologies.

A3.   awareness of legal aspects of the music industry, such as contractual and copyright issues and obligations.

A4.   how to critically and comprehensively evaluate music as a product; the variety of genres, formats, markets and audiences involved within an international perspective.

A5.   marketing and communications techniques in the music industry

A6.   the dynamic nature of the international music industry, in terms of artistic ideas, consumers and products, entrepreneurship and business models and the effects of globalisation.

Subject Specific Intellectual and Research Skills

On successful completion of this programme you will be able to:

B1.   conduct independent research into music business and management issues using a range of business data, research sources and appropriate methodologies.

B2.   recognise and identify musical genres and artists and connections through music and associated media and materials

B3.   evaluate the rigour and validity of published research and data and assess its relevance to new situations

B4.   adopt a critical and creative approach to carrying out research, interpreting information and exploring innovative music business and management solutions.

Transferable and Generic Skills

On successful completion of this programme you will be able to:

C1.   communicate effectively using a range of media appropriate to your audience

C2.   demonstrate critical self-awareness, self-reflection and self-management and the ability to continue to learn through reflection on practice and experience

C3.   successfully manage and complete an independent project

C4.   make effective use a range of business software and IT.

C5.   apply entrepreneurial skills spotting new opportunities, seeking to exploit these effectively and to promote yourself successfully.

C6.   develop career plans and manage them, both for yourself and for others.

Subject Specific Practical Skills

On successful completion of this programme you will be able to:

D1.   create an effective music business plan, including identifying audiences/customers, budgeting, marketing, scheduling tasks, etc.

D2.   plan and implement a marketing strategy for a particular music business context.

D3.   make sense of intellectual property contracts relevant to music publishing and performance.

D4.   produce copy for press releases and other marketing materials.

D5.   apply aural recognition to identify a diverse range of musical genres from across the globe.

Learning Outcomes

LO1.   Postgraduate Certificate learning outcomes

Having successfully completed the PG Certificate you will be able to demonstrate:

·   An overview of the global music industry in its different forms
·   An outline appreciation of current issues in music business and management, including those raised by new technologies.
·   An understanding of legal aspects of the music industry
·   An appreciation of music as a product within an international perspective
·   An overview of the dynamic nature of the international music industry

LO2.   Postgraduate Diploma learning outcomes

Having successfully completed the PG Diploma you will be able to demonstrate:

·   A more comprehensive understanding of the global music industry in its different forms
·   A more in depth appreciation of new insights and current issues in music business and management, including those raised by new technologies
·   A broad understanding of legal aspects of the music industry
·   A broad appreciation of music as a product; the variety of genres, formats, markets and audiences involved within an international perspective
·   A more detailed understanding of marketing and communications techniques in the music industry
·   An appreciation of the dynamic nature of the international music industry

Please refer to the Interim Exit Awards table under the section Progression Requirements for the number of credits required for a Postgraduate Certification or a Postgraduate Diploma.

Programme Structure

The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

Part I

The programme may be undertaken over 12 months full-time. Your overall degree will consist of a total of 90 ECTS (180 CATS) credits.

All taught modules are compulsory. The Final Project is core. there are no optional modules on this programme.

Information about pre and co-requisites is included in the individual module profiles.

Typical Course Content

The range of content in the programme structure engages you in a variety of topics essential to your knowledge of international music management theories and practice. Compulsory modules enable you to meet the stated learning outcomes of the programme; the core Music Management Final Project module offers you the flexibility to choose an independent personal research topic, where you can explore your own interests and strengths. The programme may require adaptation for students with disabilities (e.g. hearing impairment, visual impairment, mobility difficulties, dyslexia), particularly for the practical listening and music recognition sessions; reasonable adjustments will be made wherever possible.

Part I Compulsory

Code	Module Title	ECTS	Type
MUSI6036	Artists and Repertoires	15	Compulsory
MUSI6038	Global Music Industry	15	Compulsory
MUSI6037	Music Management Fundamentals	15	Compulsory
MUSI6047	Preparation for Final Project	7.5	Compulsory
MUSI6046	Professional Writing and Presentation Skills	7.5	Compulsory

Part I Core

Code	Module Title	ECTS	Type
MUSI6044	Music Management Final Project	30	Core

Progression Requirements

The programme follows the University's regulations for *Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes* and *Progression, Determination and Classification of Results: Postgraduate Master's Programmes* as set out in the University Calendar: http://www.calendar.soton.ac.uk/sectionIV/sectIV-index.html

Intermediate exit awards

You will be eligible for an interim exit award if you complete part of the programme, but not all of it, as follows:

Qualification	Minimum overall credit in ECTS/CATS credits	Minimum ECTS/CATS credits required at level of award
Postgraduate Diploma	at least 60/120	45/90
Postgraduate Certificate	at least 30/60	20/40

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:
- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia).
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career and Employability services, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls and in the local community, (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides
- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- A Personal Academic Tutor and a Senior Tutor
- Programme Handbooks
- Module support material (increasingly in electronic format)
- HUMS HUB Blackboard information site with programme documentation and student information
- Blackboard /Virtual Learning Environment
- Inductions
- Technical music as required
- Special workshop activity support as required
- Turner Sims music performance and venue management opportunities, local, national and international music performance schedule
- Nuffield Theatre, Campus and City Centre

- John Hansard Gallery
- Guest lectures from Southampton Law School, Southampton
- Business School, Winchester School of Art
- Faculty wide speakers and events
- Music specialist collections and resources, including Artists' book collection, the Knitting Reference Library and the DVD and video collections, together with specialist inductions and support linked to your course of study.

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation surveys for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committee, Faculty Education Committee or providing comments to your student representative to feedback on your behalf
- Serving as a student representative on Academic Scrutiny Groups for programme validation
-Taking part in programme validation meetings by joining a panel of students to meet with the Academic Scrutiny Group

The ways in which the quality of your programme is checked, both inside and outside the University are:
- Regular module and programme reports which are monitored by the School and Academic Quality and Standards Committee.
- Programme validation, normally every five years.
- External examiners, who produce an annual report.
- A national Research Excellence Framework (our research activity contributes directly to the quality of your learning experience).
- Higher Education Review by the Quality Assurance Agency for Higher Education.

Further details on the University's quality assurance processes are given in the *Quality Handbook.*

Criteria for admission

The University's Admissions Policy applies equally to all programmes of study. The following are the typical entry criteria to be used for selecting candidates for admission. The University's approved equivalencies for the requirements listed below will also be acceptable.

A good honours degree in a relevant subject (2.1 or above) or an equivalent standard in other qualifications approved by the University.

Qualification	Grade/GPA	Subjects requirements	Specific requirements
Bachelors Degree	First- or upper second class honours degree or an equivalent standard in other qualifications approved by the University.	Any arts-related subject including law, arts, science, engineering, technology and mathematics	Demonstrated interests in music evidenced in personal statement and/or interview

Recognition of Prior Learning (RPL)

The University has a **Recognition of Prior Learning Policy**

Students are accepted under the University's recognition of prior learning policy; however, each case will be reviewed on an individual basis.

English Language Proficiency

The table below sets out the English proficiency requirements for this programme in terms of the IELTS test. For full details of the recognised tests and the equivalent requirements in those tests please see *www.southampton.ac.uk/admissions-language*.

Overall	Reading	Writing	Speaking	Listening
6.5	6.0	6.0	6.0	6.0

Career Opportunities

We anticipate that graduates from the MA International Music Management programme will typically gain employment in music and management related roles in a wide range of creative industries including live and recorded music production, music brand management, music sales, music marketing, online music platforms, artist management, public sector funding bodies, and charities. In some cases graduates will choose to operate as freelance practitioners or consultants within their chosen career pathway. We anticipate that many graduates will find employment in the global music industry, and that others will work in related cultural and creative fields. Yet others may work as creatives (performers, producers, composers) themselves or set up their own businesses.

External Examiner(s) for the programme

Name: Dr Bryan White - University of Leeds

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their Personal Academic Tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.

Appendix 1:

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme also have to pay for:

Additional Costs

Type	Details
Hardware	It is advisable that students provide their own laptop or personal computer, although shared facilities are available across the University campus.
Computer discs or USB drives	Students are expected to provide their own portable data storage device.
Software Licenses	All software is provided on University computers; students using their own computers will need to provide their own licences for music specific software.
Music Equipment and Materials	Students taking music modules should be aware that they may need to cover the cost of accompanists for performance modules. Further additional costs may be incurred, typically these may include: replacement strings, reeds, repair of equipment, music scripts etc.
Stationery	You will be expected to provide your own day-to-day stationery items, e.g. pens, pencils, notebooks, etc.). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks	Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source. Some modules suggest reading texts as optional background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.
Printing and Photocopying Costs	In the majority of cases, coursework such as essays; projects; dissertations is likely to be submitted on line. However, there are some items where it is not possible to submit on line and students will be asked to provide a printed copy. A list of the University printing costs can be found here:
Study Trips	The Music Department and Turner Sims will be able to allow a number of students to attend performances by internationally renowned artists for free. However, students will be responsible for the costs associated with attending off-campus events, including the costs associated with travelling to attend the event.

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at www.calendar.soton.ac.uk.