BA (Hons) Commercial Music

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Music and Performing Arts
Main campus	Newton Park
Other sites of delivery	N/A
Other Schools involved in delivery	N/A
Name of award(s)	Commercial Music
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	Optional
Duration of award	3 years full-time, 4 years with Professional Placement Year 6 years part time
Modes of delivery offered	Campus-based
Regulatory Scheme [1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	N/A

Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	W304 or FTFB (with professional placement year)
Route code (SITS)	CMUSSPS
Relevant QAA Subject Benchmark Statements (including date of publication)	Music 2016
Date of most recent approval	April 2018
Date specification last updated	February 2021

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

There are no exemptions

Programme Overview

BA (Hons) Commercial Music is a vocational programme that focuses on original creativity, enterprise and promotion skills. The heart of the course ethos is to promote and expand your creativity, while embedding a range of diverse yet complementary skills.

Alongside traditional skills in contemporary music, such as song writing, studio production, arrangement and performance, the programme embeds complementary skills such as video production, digital marketing, business creativity and visual design within the programme. These skills are transferrable, enabling you to promote your own creative work while providing you with the necessary tools to compete in a digitally literate and highly competitive employment market. BA (Hons) Commercial Music graduates are well equipped to sustain a portfolio career in a rapidly evolving and changing creative sector.

BA (Hons) Commercial Music acknowledges the interdisciplinary nature of contemporary creativity. Our modules promote a deep understanding of the relationship between sound and vision through practical work, underpinned by a theoretical framework. The course engenders the seamless integration of visual and sonic materials to reflect the way music is presented and consumed in the modern industry. You apply this knowledge in your creative products thereby maximising your potential impact and commercial appeal.

The teaching, research and industry profiles of the tutors link to each other: this anchors the programme in current industry practice and ensures that teaching is always relevant. You are taught by tutors who understand both the creative and entrepreneurial processes of commercial music.

This ambitious programme links your activity to real-world experiences. Clear examples of this ethos are some of the feature elements of this course, such as the opportunity to take part in 'real world activities' such as the national tour or a business internship at level 5 and the entrepreneurial business project at level 6. Collaboration with students from partner programmes such as Acting, Theatre and Digital Production and Film, TV and Digital Production enriches your experience even further.

Programme Aims

1. To provide an environment and pedagogical approach where original creativity can develop and thrive
2. To promote collaborative working which relates to the current professional practices of the music/creative industries
3. To engender an ethos of entrepreneurialism and enterprise into all practical activities
4. To provide a range of digital skills to maximise learners' employability and ability to work across and combine a diverse range of specialisms
5. To promote a culture of 'no boundaries' regarding the integration of music with other disciplines
6. To develop critical thinking and research skills which contextualise and inform the learners' creative practice and approach to lifelong learning
7. To broaden the outlook of students to include international perspectives, the interrelationship of music with other disciplines and cultural, ideological and sociological issues relating to Commercial Music
8. To provide a teaching programme and practical environment that meets the standards and professional working practices of the current music industry

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	The ability to create original music with a systematic understanding of targeted commercial appeal	The ability to create original music with critical understanding of a targeted commercial appeal	The ability to create original music demonstrating an understanding of commercial appeal
A2	The ability to critically evaluate and solve complex challenges when working in a creative team setting	The demonstration of problem solving skills relating to collaborative working practice	The ability to apply skills and knowledge of underlying principles to recognize problems within a collaborative project
A3	The application and critical evaluation of creative outputs that are industry informed, either as a live performance or recorded production	The ability to present and analyse creative outputs either as a live performance or recorded production	The ability to present creative outputs either as a live performance or recorded production
A4	Focused application of a range of digital web-based marketing strategies to promote and market creative outputs effectively	The application of a range of digital web-based marketing strategies to promote and market creative outputs effectively	Underlying knowledge of the role of digital web-based marketing strategies to promote and market creative outputs
A5	Consolidated knowledge of a broad range of music business practice in the UK and the wider global music industry	Knowledge and critical understanding of current music business practice in the UK and the wider global music industry	Knowledge of the underlying structures of current music business practice in the UK
A6	The application of interdisciplinary approaches to practice in order to present musical outputs alongside visual and literary materials in a commercially effective way	Application of interdisciplinary approaches to practice (underpinned by theoretical knowledge) to present musical outputs alongside visual and literary materials in a commercially effective way	Knowledge of the importance of interdisciplinary approaches to practice in the music industry
A7	The ability to apply and critically evaluate a broad range of entrepreneurial skills, which enable the potential monetisation of creative outputs	Sound understanding of entrepreneurial skills, enabling the potential monetisation of creative outputs	Understanding of the importance of self-directed entrepreneurial skills in building a successful music career

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	Systematic application of analytical, critical and reflective skills to your practice and that of others	Application of analytical, critical and reflective skills to your practice and that of others	An awareness of the importance of critical and reflective skills in your practice and that of others
B2	Coherent and detailed knowledge of a range of research techniques applicable to the study of current philosophical, ideological and sociological issues relating to the global music industry	Knowledge of a range of research techniques applicable to the study of current philosophical, ideological and sociological issues relating to the global music industry	A knowledge of the role of research applicable to the study of current philosophical, ideological and sociological issues relating to the global music industry
B3	The synthesis of complex information from a range of disciplines to communicate original thought and ideas applicable to your practice	The synthesis of complex information from a range of disciplines to communicate original thought and ideas applicable to your practice	An awareness of interdisciplinary approaches applicable to your practice and that of others
B4	The ability to deal with complex issues in a systematic and creative manner, make sound judgments and communicate your conclusions clearly to specialist and non-specialist audiences	The ability to deal with problems in a creative manner, make sound judgments and communicate effectively to specialist and non-specialist audiences	The ability to evaluate approaches to problems and to communicate these accurately and reliably

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
C1	Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.

C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

[3] i.e. the ability to review, direct and manage one's own workload

Programme Content

This programme comprises the following modules

<u>Key</u>:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

<u>Subject offered as single award</u>

	BA (Hons) Commercial Music			Status	
Level	Code	Title	Credits	Single	Joint
4	CMU4000-20	Songwriting	20	C	
4	CMU4001-20	Composing with Technology	20	C	
4	CMU4002-20	Performance (Collaborative)	20	C	
4	CMU4006-20	Introduction to the Music Business	20	C	
4	CMU4004-20	Commercial Music Studio Production	20	C	
4	CMU4005-20	Performance (Projects)	20	C	
5	CMU5000-20	Brand, Identity and Promotion	20	C	
5	CMT5004-20	Music Video Production	20	C	
5	CMU5001-20	Song Production	20	C	
5	CMU5102-20	Audio Visual Identity	20	O	
5	CMU5002-20	Music Think Tank	20	C	
5	CMU5003-20	'Going Live' (Tour and Events)	20	R*	
5	CMU5101-20	Working in the Music Industry	20	R*	
5	CMU5103-20	Creative Composition	20	O	

5	MUS5208-20	Music Orchestration and Arranging	20	O	
5	BMA5120-20	Work placement	20	R*	
5	PPY5100-120	Professional Placement Year	120	O	
6	CMU6000-20	Professional Portfolio (Development)	20	R*	
6	CMU6001-20	Professional Musician	20	R*	
6	CMU6002-20	Professional Portfolio (Presentation)	20	C	
6	CMU6003-20	Commercial Music Research: Planning and Methods	20	C	
6	CMU6100-20	Commercial Music Research: Writing and Revision	20	R*	
6	CMU6004-20	Music, Money and Enterprise 1	20	C	
6	CMU6101-20	Music, Money and Enterprise 2	20	R*	
6	CMU6102-20	Live Music TV Show	20	O	
6	CMT6100-20	Composition for Media	20	R*	
6	CMT6103-20	AudioVisual Performance	20	O	

Students must only take one of the R* modules at level 5 and two of the R* modules at level 6 (one per semester).

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map, which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

Along with other vocational programmes within the Field of Writing and Performance, level 6 of BA Commercial music simulates a workplace environment. Students who do not wish to take part in 'Going Live' module will be able to the level 5 Work Placement module offered by Business and Management. This programme can also be taken as a 'Sandwich' degree, which is studied over 4 years and includes a year-long work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

Additional Costs Table

Module Code & Title	Type of Cost	Cost

Graduate Attributes

	Bath Spa Graduates…	In Commercial Music, we enable this…
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	By embedding transferrable skills, collaborative practice and community engagement within a diverse range of activities.
2	Will be able to understand and manage complexity, diversity and change	By engaging in ambitious project based activities, which promote problem solving and a flexible approach in their creative realisation.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	By engaging in a range of activities and projects that embed interdisciplinary activities. By underpinning these practical activities with an understanding of interdisciplinary theories and concepts.
4	Will be digitally literate: able to work at the interface of creativity and technology	By embedding technology and digital skills in all modules and activities.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	By asking students to work across cultural divisions, with practitioners and colleagues who offer global perspectives and through collaborations with international partners.

6	Will be creative thinkers, doers and makers	By focusing on and promoting the value of original content /intellectual property within the programme.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	By embedding a culture of rigorous critical reflection within all modules. This will be achieved through a variety of means such as written reflective commentaries and peer review.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	By encouraging students to work across cultural divisions, with practitioners and colleagues who offer global perspectives

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
MUS50 04-20	Composition 4	Module deleted	approved by BSMPA SQMC 18th November 2019	2020/21
CMT51 01-20	Composition 4	New Module Code	approved by BSMPA SQMC 8th February 2021	2020/21
CMU51 00-20	Visual Performance and Identity	Module deleted	approved by BSMPA SQMC 19th November 2020	2021/22
CMU51 02-20	Audio Visual Identity	New module	approved by BSMPA SQMC 19th November 2020	2021/22
CMU40 03-20	Culture, Context and Criticism in Popular Music	Deleted module	approved by BSMPA SQMC 19th November 2020	2021/22
CMU40 06-20	Introduction to the Music Business	New module	approved by BSMPA SQMC 19th November 2020	2021/22
CMT51 01-20	Composition 4	Deleted module	approved by BSMPA SQMC 19th November 2020	2021/22
CMU51 03-20	Creative Composition	New module	approved by BSMPA SQMC 19th November 2020	2021/22
CMU40 00-20	Songwriting	Change to assessment	approved by BSMPA SQMC 19th November 2020	2021/22
CMU40 01-20	Composing with Technology	Change to assessment	approved by BSMPA SQMC 19th November 2020	2021/22
CMU50 01-20	Song Production	Change to assessment	approved by BSMPA SQMC 19th November 2020	2021/22
MUS52 08-20	Music Orchestration and Arranging	New module	approved by BSMPA SQMC 18th May 2021	2020/21

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Commercial Music

Full-Time	
Level 4	
Semester 1	**Semester 2**
Core Modules	
CMU4000-20 Songwriting	CMU4006-20 Introduction to the Music Business (C)
CMU4001-20 Composing with Technology	CMU4004-20 Commercial Music Studio Production (C)
CMU4002-20 Performance (Collaborative)	CMU4005-20 Performance (Projects) (C)
Level 5	
Core Modules	
CMU5000-20 Brand, Identity and Promotion	CMU5002-20 Music Think Tank (C)
CMU5001-20 Song Production	
Required* Modules	
	CMU5003-20 'Going Live' (Tour and Events)
	CMU5101-20 Working in the Music Industry
	BMA5120-20 Work Placement
Optional Modules	
CMT5004-20 Music Video Production	CMU5102-20 Audio Visual Identity
	CMU5103-20 Creative Composition
	MUS5208-20 Music Orchestration and Arranging
Optional: Professional Placement Year 120 credits	
Level 6	
Core Modules	
CMU6004-20 Music, Money and Enterprise 1	CMU6002-20 Professional Portfolio (Presentation)
CMU6003-20 Commercial Music Research - Planning and Methods	

Required* Modules	
CMU6001-20 Professional Musician	CMU6001-20 Music, Money and Enterprise 1
CMU6000-20 Professional Portfolio (Development)	CMU6100-20 Commercial Music Research - Writing and Revision
CMT6100-20 Composition for Media	
Optional Modules	
	CMT6103-20 Audio Visual Performance
	CMU6102-20 Live Music TV Show

Rule Notes: Each academic year should contain 120 credits and each Semester should contain 60 credits.

At level 5 (semester 2) in addition to the core module Music Think Tank, students must choose one of the R* modules 'Going Live Tour and Events', 'Working in the Music Industry' or 'Work Placement'. They then have the option of taking either of the optional modules or elect to take 20 credits from an open module offered by another programme.

At level 6 students must choose one of the R* modules in Semester 1. In Semester 2 they have the option to choose to take the second part of both the CM Research and Music, Money and Enterprise module, but they could also choose to take only one of these modules. In this case they would then take one of the optional modules or elect to take 20 credits from an open module offered by another programme.

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O) [4]	Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4
4	CMU4004-20	Commercial Music Studio Production	C	x	x	x			x	x	x	x	x	x	x	x	x	x
4	CMU4001-20	Composing with Technology	C	x	x	x			x	x	x		x	x	x		x	x
4	CMU4006-20	Introduction to the Music Business	C					x	x		x	x	x	x	x	x	x	
4	CMU4000-20	Songwriting	C	x	x	x	x		x	x	x	x	x	x	x	x	x	x
4	CMU4002-20	Performance (Collaborative)	C	x	x	x			x	x	x		x	x	x	x	x	x
4	CMU4005-20	Performance (Projects)	C	x	x	x		x	x	x	x		x	x	x	x	x	x
5	CMU5000-20	Brand, Identity and Promotion	C		x		x	x	x	x	x	x	x	x	x	x	x	x
5	CMU5002-20	Music Think Tank	C				x	x	x	x	x	x	x	x	x		x	x
5	CMU5001-20	Song Production	C	x	x	x			x	x	x	x	x	x	x	x	x	x
5	CMU5101-20	Working in the Music Industry	R*		x	x	x	x		x	x	x	x	x	x	x	x	x
5	CMU5102-20	Audio Visual Identity	O		x	x	x	x	x	x	x	x	x	x	x	x	x	x
5	CMU5003-20	'Going Live' (Tour and Events)	R*	x	x	x	x	x		x	x	x	x	x	x	x	x	x
5	CMU5103-20	Creative Composition	O	x	x	x			x			x	x	x	x	x		x
5	CMT5004-20	Music Video Production	C	x	x	x	x		x		x		x	x	x	x	x	x
5	MUS5208-20	Music Orchestration and Arranging	O	x	x	x		x	x	x	x		x	x	x	x	x	x
5	BMA5120-20	Work Placement	R*		x			x		x	x	x	x	x	x	x	x	x
5	PPY5100-120	Professional Placement Year	O					x		x	x	x	x	x	x	x	x	x
6	CMU6000-20	Professional Portfolio (Development)	R*	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
6	CMU6003-20	Commercial Music Research: Planning and Methods	C						x		x	x	x	x	x	x	x	x
6	CMU6001-20	Professional Musician	R*	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
6	CMU6004-20	Music, Money and Enterprise 1	C		x		x	x	x	x	x	x	x	x	x	x	x	x
6	CMU6101-20	Music, Money and Enterprise 2	R*		x		x	x	x	x	x	x	x	x	x	x	x	x

6	CMU6100-20	Commercial Music Research: Writing and Revision	R*						x		x	x	x	x	x	x	x	x
6	CMU6002-20	Professional Portfolio (Presentation)	C	x		x	x		x	x	x	x	x	x	x	x	x
6	CMU6102-20	Live Music TV Show	O	x	x				x		x	x	x	x	x	x	x
6	CMT6100-20	Composition for Media	R*	x	x	x			x		x		x	x	x	x	x
6	CMT6103-20	AudioVisual Performance	O	x	x	x			x		x		x	x	x	x	x

[4] C = Core; R = Required (ie required for this route); R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O)[5]	Assessment method																			
				Coursework									Practical								Written Examination		
				Composition	Dissertation	Essay	Written Commentary	Lit Search	Blog	Portfolio	Project plan	Visual materials	Tour Report	Debate	Practical project	Performance	Video	Recorded work	Presentation	Website	Written Examination	In-class test (seen)	In-class test (unseen)
4	CMU4000-20	Songwriting	C	x			x											x					
4	CMU4001-20	Composing with Technology	C	x			x											x					
4	CMU4002-20	Performance (Collaborative)	C	x												x							
4	CMU4006-20	Introduction to the Music Business	C			x													x				
4	CMU4004-20	Commercial Music Studio Production	C	x			x											x					
4	CMU4005-20	Performance (Projects)	C	x												x							
5	CMU5000-20	Brand, Identity and Promotion	C								x									x			
5	CMU5001-20	Song Production	C							x													
5	CMU5102-20	Audio Visual Identity	O				x								x								

Level	Code	Title	Type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
5	CMU5002-20	Music Think Tank	C					x															
5	CMU5003-20	'Going Live' (Tour and Events)	R*						x			x	x										
5	CMU5101-20	Working in the Music Industry	R*																		x		
5	CMU5103-20	Creative Composition	O	x																			
5	CMT5004-20	Music Video Production	C						x						x		x						
5	MUS5208-20	Music Orchestration and Arranging	O						x														
5	BMA5120-20	Work Placement	R*						x	x					x								
5	PPY5100-120	Professional Placement Year	O						x	x													
6	CMU6003-20	Commercial Music Research: Planning and Methods	C					x													x		
6	CMU6001-20	Professional Musician	R*													x		x					
6	CMU6004-20	Music, Money and Enterprise 1	C						x														x
6	CMU6101-20	Music, Money and Enterprise 2	R*															x	x				
6	CMU6100-20	Commercial Music Research: Writing and Revision	R*		x																		

	Code	Module	Status																						
6	CMU6 000-20	Professional Portfolio (Development)	R*							x															
6	CMU6 002-20	Professional Portfolio (Presentation)	C							x							x		x	x	x				
6	CMU6 102-20	Live Music TV Show	O													x									
6	CMT6 100-20	Composition for Media	R*	x						x															
6	CMT6 103-20	AudioVisual Performance	O						x							x									

[5] C = Core; R = Required (ie required for this route); R* = Required*; O = Optional