

## Liverpool John Moores University

Title: DEVELOPING PROFESSIONAL PRACTICE  
 Status: Definitive  
 Code: **5501POP** (108568)  
 Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design  
 Teaching School/Faculty: Liverpool Community College

Team	Leader
Stuart Borthwick	Y

**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 116.00

**Total Learning Hours:** 240      **Private Study:** 124

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Practical	6.000
Seminar	12.000
Tutorial	2.000
Workshop	72.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	portfolio of career-enhancing strategies including a personal development action plan (approx. 1000 words), CV and covering letter, and a summary of research into the current music profession (500 words) to be completed in semester 1	35.0	
Portfolio	AS2	learning agreement for work placement (approx. 500 words) to be completed in semester 1	15.0	
Technology	AS3	music web page on MySpace,	15.0	

Category	Short Description	Description	Weighting (%)	Exam Duration
		including at least 3 uploaded photos, 3 examples of work (audio or video files etc) and 500 words of text		
Reflection	AS4	evaluation of work experience (approx. 2000 words) and portfolio of evidence	35.0	

## Aims

*To understand and develop the various skills and knowledge required for working in the music profession today, including self-promotion and marketing methods.  
To secure a work placement and carry it out in a professional manner, learning what skills and attributes are required for the chosen position.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Display a thorough awareness of the range of professional work in music and income streams (e.g. private tuition fees, performance fees, and publishing and recording royalties) and a variety of self-employment and small business opportunities, including access to funding and self-promotion.
- 2 Design a basic web site such as a MySpace music site, including uploading audio and visual material.
- 3 Produce a personal development action plan and write a high quality CV and covering letter for prospective employers.
- 4 Work in a professional manner, applying the use of time and self management skills to complete a set brief following an appropriate methodology, demonstrating an awareness of health and safety issues pertinent to the area of work.
- 5 Apply appropriate music/other related skills and transferable skills to a vocational brief within the context of the work placement.
- 6 Describe and evaluate the performance or educational methodologies of the music company or educational environment, and within this context evaluate his/her experience of this placement in terms of the course and possible career path.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Development action plan	1	3	
Learning agreement	5		
Create MySpace web page	2		
Evaluation of work experience	4	5	6

## Outline Syllabus

*A brief history of the music profession, how it is changing and the current situation.  
Issues facing the contemporary musician and the need for versatility.*

*Research skills.*

*Maximising an income from music.*

*Maximising employment opportunities: traditional methods such as CV writing,  
networking techniques and interview skills.*

*Self-employment and running a small business (including budgeting and tax issues).*

*Self-promotion and the internet.*

*Personal Development Profiles.*

## Learning Activities

A series of lectures and seminars, some of which will be delivered by visiting lecturers and industry experts, some practical work in an IT suite, and a work experience placement. The employer will provide a job and person specification for each placement. Occasional tutorials will take place for individual formative feedback.

## References

<b>Course Material</b>	Book
<b>Author</b>	Harrison, A.
<b>Publishing Year</b>	2008
<b>Title</b>	Music
<b>Subtitle</b>	the business
<b>Edition</b>	
<b>Publisher</b>	Virgin Books
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Burkart, P. & McCourt, T.
<b>Publishing Year</b>	2006
<b>Title</b>	Digital Music Wars
<b>Subtitle</b>	ownership and control of the celestial jukebox
<b>Edition</b>	
<b>Publisher</b>	Rowman & Littlefield
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kusek, D. & Leonhard, G.
<b>Publishing Year</b>	2005
<b>Title</b>	The Future of Music
<b>Subtitle</b>	manifesto for the digital music revolution
<b>Edition</b>	

<b>Publisher</b>	Berklee Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Hesmondhalgh, D.
<b>Publishing Year</b>	2002
<b>Title</b>	The Cultural Industries
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Moon, J.
<b>Publishing Year</b>	2004
<b>Title</b>	Reflection in Learning and Professional Development
<b>Subtitle</b>	Theory and Practice
<b>Edition</b>	
<b>Publisher</b>	Routledge Falmer
<b>ISBN</b>	

<b>Course Material</b>	Reports
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	Music Week Directory (annual)
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Reports
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	The White Book (annual directory)
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	<a href="http://www.mcps-prs-alliance.co.uk">www.mcps-prs-alliance.co.uk</a>
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

---

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	www.musicmanagersforum.co.uk
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	www.myspace.com
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

---

## Notes

This module aims to provide students with the marketing and self-promotion skills that are increasingly required for securing work in the music profession. This will include the traditional methods of writing a CV and introductory letter, and also web page design and multi-media methods of self-promotion and marketing. These techniques may be put into practice when searching for and securing their work experience placement.

It is intended that part of the delivery of this module will be in the form of seminars given by visiting lecturers and experts from different parts of the music profession, depending on availability and faculty budget. It is also the intention that students continually update their MySpace sites, CVs and personal development action plans throughout the duration of the course and beyond.

At least two of the assessments are required to be completed in semester 1, partly for balance and also because it is intended that the work placement will take place during semester 2 (where possible).