

Liverpool John Moores University

Title: PROFESSIONAL PRESENTATION SKILLS (MUSIC)
Status: Definitive
Code: **6500MUS** (109438)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Institute for Performing Arts
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Martin Isherwood	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 120.00
Total Learning Hours: 120
Private Study: 0

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10.000
Online	70.000
Practical	20.000
Tutorial	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1		100.0	

Aims

The module aims to build upon the work of the previous Professional modules on the course by allowing students to make direct connection to likely employment markets.

In most cases this will involve selecting and preparing material for presentation to music industry professionals. This will usually take the form of demo recordings and portfolios of work, but could also include showcases and launches.

Students will be encouraged to find the best contacts within their field of the industry, and are given guidance as how best to present and promote themselves within that context.

In all cases the primary aim is to further develop real contacts with the industry.

Students with a strong interest in music theatre may apply to take Professional Preparation (Acting).

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a high level of self evaluation in relation to potential employment markets
- 2 Demonstrate an enhanced critical faculty in pursuit of the selection of the best and most appropriate musical material for self-promotional purposes
- 3 Demonstrate a professional level of competency in terms of self-management and presentation
- 4 Plan and execute a viable means of self-presentation
- 5 Target and access potential markets in order to impress future possible employers

Learning Outcomes of Assessments

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

Portfolio	1	2	3	4	5
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Outline Syllabus

The content of the Professional Presentation portfolio will be negotiated with course tutors, agreed in a learning contract and will target a specific industry sector. Areas of focus will include a number of the following elements: Target market report, detailed action plan, targeted database, single release, mail-out to target market et al

Learning Activities

Formal lectures will be given focussing on the preparation and marketing of promotional material. Tutorials allow students to get one-to-one advice on their own marketing strategies. Workshops will include presentation skills in terms of interview and auditions.

References

Course Material	Book
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Author	Krasilovsky, K
Publishing Year	1999
Title	Business of music
Subtitle	
Edition	6th
Publisher	Billboard
ISBN	

Notes

For modules with multiple assessments students must pass all individual elements, as detailed in the Principles and Procedures for Higher Education A2.3.4