

Liverpool John Moores University

Title: PROFESSIONAL DEVELOPMENT 3
Status: Definitive
Code: **6592MUS** (118613)
Version Start Date: 01-08-2018

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

Team	Leader
Ros Merkin	Y

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 45
Total Learning Hours: 240 **Private Study:** 195

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	30
Seminar	15

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORTFOLIO	Portfolio	100	

Aims

To professionally present a portfolio that identifies opportunities for creating employment within the music industries with specific reference to industrial, marketing, legal, and budgetary objectives and constraints

Learning Outcomes

After completing the module the student should be able to:

- 1 Research, identify and produce industry standard promotional materials employing professional standards of presentation in publicity and marketing materials for their own musical works
- 2 Identify, & successfully target relevant audiences, customers, markets, industry bodies and potential employers as part of a portfolio career
- 3 Exercise initiative and personal responsibility to manage the professional, commercial, legal, financial and technical practices, frameworks and contexts in which they operate as musicians

Learning Outcomes of Assessments

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

PORTFOLIO	1	2	3
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Outline Syllabus

Outline syllabus here

Employment

A firming up of realistic employment and self-employment opportunities in relation to the students' stated career ambitions

Marketing and Promotion

The development of strategies and materials that further the students' employment prospects

Contract and Copyright

A professional practitioner focused demonstration of the application and implementation of all relevant legal and income generating activities related to the students' portfolio career

Budgeting and accountancy

Demonstration of professional approaches to financial planning and management within a business context

Learning Activities

A blend of lectures and seminars that support the development of the professional portfolio content that is agreed via learning contract between the student and tutor

Notes

The assessment will consist of a professionally focused portfolio, the content of which is agreed by learning contract that includes a marketing plan and supporting related documentation that relates directly to the portfolio career objectives pursued in the elected practical level 6 modules

