MA Commercial Music

Programme specification document

Contents

Overview

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Music and Performing Arts
Department	n/a
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)	MA
Intermediate awards available	PgCert & PgDip
Routes available	None
Duration of award	1 year full-time 2 years part-time
Sandwich period	No
Modes of delivery offered	Campus-based, blended learning
Regulatory Scheme[1]	Taught Postgraduate Framework
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	B20 W385
Route code (SITS)	CMMA
Relevant QAA Subject Benchmark Statements (including date of publication)	Subject Benchmark Statement for Music (December 2019) and MA Characteristics Statement
Date of most recent approval	June 2021
Date specification last updated	July 2021

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

Programme Overview

MA Commercial Music is designed for graduates who wish to extend the skills they have developed at BA level in order to focus on a particular area of the music industry and also professionals who may wish to galvanise their experience and further develop their skill set in order to enhance and widen their career prospects.

MA commercial music allows you to specialise in one of three key areas: Song writing, Music Production and Music Business. On each pathway you will develop your core skills, identify your particular areas of expertise within your specialism and then apply this knowledge in the realisation of a major project.

This is a highly adaptable model which will allow you to choose a major project entirely applicable to your individual career aims. As a songwriter this might be creating your own album as an artist, but it could also be writing for others and perhaps developing a showcase of material to pitch to publishers. As a producer you may wish to apply your skills to your own music, or you may focus on producing other artists. In relation to music business this could be anything from artist management, setting up your own promotions company or starting a record label. These are just examples, there are no boundaries to how you might wish to apply the skills that you are developing on this course.

Whichever area you choose to specialise in you will be working with tutors who have worked in the music industry at the highest level. Their experience includes, number one albums, gold and multi-platinum recordings, Bafta awards, Grammy nominations and international touring and recording experience at the highest level.

An extremely important aspect of the Commercial Music MA is the flexibility and adaptability of our delivery model. Our 'blended learning' approach allows us to work in a way that fits your creative practice and professional commitments. However, if you do want to engage with the on-campus culture more fully we offer you the chance to attend any undergraduate lecture you choose. This is a wonderful opportunity to augment your specialist focus with additional relevant skills from across our undergraduate programme. Examples include music business, digital marketing, video production, composing music with technology and performance. You will also be able to join in our vibrant programme of industry guest lectures, songwriting circles and regular live events.

Programme Aims

Throughout the course, the curriculum aims to:

1. Provide an environment and pedagogical approach where original creativity can develop and thrive
2. Promote collaborative working which relates to the current professional practices of the music/creative industries
3. Engender an ethos of entrepreneurialism and enterprise into all practical activities
4. Provide a range of digital skills to maximise learners' employability and ability to work across and combine a diverse range of specialisms
5. Provide new insights into Commercial Music
6. Engender a systemic understanding of techniques applicable to your research or advanced scholarship
7. Encourage originality in your application of knowledge, practical techniques and research when creating work or ideas
8. Enable you to develop critiques of current research and advanced scholarship in Commercial Music, and where appropriate, to propose new hypotheses

Programme Intended Learning Outcomes (ILOs)

(NB These ILOs are at level 7 of the FHEQ)

A Subject-specific Skills and Knowledge

A1 The ability to create original music at the forefront of industry expectations with a targeted commercial appeal according to a developed contextual framework

A2 The ability to solve complex challenges systematically and creatively when working in a team setting

A3 The ability to present creative outputs at the forefront of music industry informed practice, either as a live performance or recorded productions

A4 Systematic understanding of a range of digital web-based marketing strategies to promote and market creative outputs effectively

A5 Comprehensive understanding of a broad range of knowledge relating to current music business practice in the UK and the wider global music industry

A6 Conceptual understanding and originality in the application of interdisciplinary approaches to practice in order to present musical outputs alongside visual and literary materials in a commercially effective way

A7 The ability to apply and critically evaluate a broad range of entrepreneurial skills with self-direction and originality

B Cognitive and Intellectual Skills

B1 Identify and understand a comprehensive range of techniques applicable to your research or advanced scholarship in commercial music

B2 Evaluate current research and advanced scholarship in music

B3 Evaluate methodologies and develop critiques of them, and where appropriate propose new hypotheses

B4 The ability to deal with complex issues at the forefront of the discipline of commercial music with comprehensive conceptual understanding, and to communicate these conclusions clearly to specialist and non-specialist audiences

C Skills for Life and Work

C1 Autonomous learning (including time management) that demonstrates the exercise of initiative, personal responsibility and decision-making in complex and unpredictable situations and the independent learning ability required for continuing professional development

C2 Team working skills necessary to succeed in the global workplace, with an ability both to work in and lead teams effectively, as well as the ability to act autonomously in planning and implementing tasks at a professional or equivalent level

C3 Communication skills that show the ability to communicate clearly to specialist and non-specialist audiences knowledge at, or informed by, the forefront of the academic discipline, field of study or area of professional practice, and the conclusions drawn from dealing with complex issues systematically

C4 IT skills and digital literacy that demonstrate the ability to develop new skills to a high level and to approach complex issues systematically and creatively

Programme content

This programme comprises the following modules

Key:

Core = C

Optional = O

Not available for this status = N/A

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

Subject offered as a single programme

MA Commercial Music				Status	
Level	Code	Title	Credits	Single	Joint
7	PM7001-30	Research Methodologies & Context	30	C	N/A
7	PM7004-30	Songwriting Skills	30	O	N/A
7	PM7013-30	Music Production Anatomy 1	30	O	N/A
7	PM7014-30	Music Business Analysis	30	O	N/A
7	PM7012-30	Song, Culture & Identity	30	O	N/A
7	PM7031-30	Professional Collaboration	30	O	N/A
7	PM7015-30	Music production Anatomy 2	30	O	N/A
7	PM7016-30	Digital Marketing in the Music Business	30	O	N/A
7	PM7070-60	Major Project	60	C	N/A
7	PM7032-30	Workstation Song Production	30	O	N/A

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.

Table of Additional Costs

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 collaborative practice into the majority of our modules. By addressing specific skills and theoretical models relating to working in teams from level 4 and throughout the programme. By providing international perspectives in course content and in the selection of visiting industry guests.
2	Will be able to understand and manage complexity, diversity and change	By recognising the diversity and fluid nature of the music industry and reflecting this in our curriculum design. By promoting self directed personal management skills in all our learners.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	By emphasising the interdisciplinary nature of the commercial music sector and embedding an intermedial approach to creativity throughout our curriculum.
4	Will be digitally literate: able to work at the interface of creativity and technology	By embedding digital skills in every aspect of our programme.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	By through studying alongside students from overseas, encouraging and facilitating collaboration with musicians internationally using digital technology
6	Will be creative thinkers, doers and makers	By placing the development of original creative content at the heart of the programme. By encouraging the development of original thought and opinion born out of an in depth knowledge of a diverse range of cultural perspectives.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	By encouraging the development of these skills through debate and written critical reflection on creative work from level 4 and throughout the programme.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Ensuring these wider contextual frameworks underpin students' creative practice and academic output as they progress through the programme.

Modifications

Module-level modifications

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

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 – MA Commercial Music

Full-Time			
Level 7			
Trimester 1	**Trimester 2**		**Trimester 3**
Core Modules			
	PM7001-30 Research Methodologies & Context		PM7070-60 Major Project
Optional Modules			
PM7004-30 Songwriting Skills (Songwriting)	PM7031-30 Professional Collaboration (Songwriting)*		
PM7012-30 Song, Culture and Identity (Songwriting)	***OR**		
	PM7032-30 Workstation Song Production (Songwriting)*		
PM7013-30 Music Production Anatomy 1 (Music Production)			
	PM7031-30 Professional Collaboration (Music Production)		
PM7015-30 Music Production Anatomy 2 (Music Production)			
	PM7031-30 Professional Collaboration (Music Business)		
PM7014-30 Music Business Analysis (Music Business)			
PM7016-30 Digital Marketing in the Music Business (Music Business)			

Rule Notes: Choose **5** x 30-credit Optional modules, ensuring that each Semester is equally credit-weighted, according to your desired specialism of **Songwriting**, **Music Production**, or **Music Business**.

*You cannot choose both PM7031-30 Professional Collaboration (Songwriting) and PM7032-30 Workstation Song Production (Songwriting), you can only choose one.

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
7	PM7001-30	Research Methodologies & Context	C					x	x	x	x	x	x	x	x		x	x
7	PM7004-30	Songwriting Skills	O	x	x	x	x	x	x		x	x		x	x	x	x	x
7	PM7013-30	Music Production Anatomy 1	O	x	x	x			x		x			x	x	x	x	x
7	PM7014-30	Music Business Analysis	O		x		x	x		x	x			x	x	x	x	x
7	PM7012-30	Song, Culture & Identity	O						x	x	x	x	x		x		x	x
7	PM7031-30	Professional Collaboration	O	x	x	x	x	x	x	x	x			x	x	x	x	x
7	PM7015-30	Music Production Anatomy 2	O	x	x	x			x		x			x	x	x	x	x
7	PM7016-30	Digital Marketing in the Music Business	O		x		x	x		x	x			x	x	x	x	x
7	PM7070-60	Major Project	C	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
7	PM7032-30	Workstation Song Production	O	x	x		x			x		x		x	x		x	x

[4] C = Core; R = Required; 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							
				Composition	Written	Blog	Portfolio	Viva	Practical project	Audio recording	Presentation
7	PM7001-30	Research Methodologies & Context	C		x						
7	PM7004-30	Songwriting Skills	O	x			x		x	x	
7	PM7013-30	Music Production Anatomy 1	O				x			x	
7	PM7014-30	Music Business Analysis	O		x						x
7	PM7012-30	Song, Culture & Identity	O		x						x
7	PM7031-30	Professional Collaboration	O			x	x	x	x		
7	PM7015-30	Music Production Anatomy 2	O		x		x			x	x
7	PM7016-30	Digital Marketing in the Music Business	O				x				x
7	PM7070-60	Major Project	C	x		x	x	x	x	x	x
7	PM7032-30	Workstation Song Production	O	x					x	x	

[5] C = Core; R = Required; R* = Required*; O = Optional