

Music and Media Management

● BA Single/Combined Honours (Major, Joint, Minor)



UCAS code:

WN39 BA/MMMgt

Location: London North campus, Stapleton House

Single honours	Yes
Joint honours	Yes
Sandwich (placement) option	Yes
Starts September	Yes
Starts February	No
Full-time	Yes
Part-time day	Yes
Part-time evening	No
Part-time day and evening	No
Certificate in Higher Education available	Yes
Diploma in Higher Education available	Yes

Aims of the course

The Music and Media Management programme offers you the opportunity to study a unique combination of business subjects along with the specialist area of music and media management. This is a growth sector of the economy and offers many exciting job opportunities. The course combines a study of essential business functions such as economics, human resource management and operations management with a study of the music and media industries. Single honours students can also take a number of sound and music technology modules to equip them with the technical expertise required for many jobs in the sector. A particular theme of the course is the relationship between the music industry and new media such as the Internet.

This programme is available both as a single honours programme or as a part of our combined degree scheme which allows you to choose two subjects to form a joint (or major/minor) honours degree. Suggestions for subjects to combine with Music and Media Management are Arts Management, Events Management, Marketing, Business Law, or Multimedia Technology and Applications. Alternatively, you may choose a subject from another Department within the University — these might include Performing Arts or Mass Communications.

Duration and attendance

Full-time: 3 years (4 years with placement), day time

Part-time: 4+ years, day only

You may also apply to take a Certificate of Higher Education, awarded for successful completion of the equivalent of one year of full-time study; or a Diploma of Higher Education, for two years' equivalent study.

Dates/timetable

Autumn semester: September–January

Spring semester: February–June

Course structure

The course is divided into a number of modules and in the full-time mode, you take eight each year, four in the Autumn Semester and four in the Spring Semester. If you are studying part-time, you take between three and six modules per year. You select a number of optional and free modules from an extensive range, as well as taking the compulsory (core) modules which provide the essential subject knowledge. The optional modules are related to **Music and Media Management**, whilst the free modules undertaken each year allow you to choose modules from across the University, with possible options including languages. In making your choices, you will receive support and guidance from programme planning tutors who will take into account your individual interests and career aspirations.

The chart below shows the structure and content of the course.

Year 1
Autumn Semester
Core modules
4 core modules:
Introduction to the Music and Media Industries*
Studying Service Sector Management*
Quantitative Analysis for the Creative Industries*
Introduction to Multimedia Technology
Spring Semester
1 core module:
Economics for the Service Sector*
Introduction to Marketing
2 designate/ elective modules
Year 2
Autumn Semester
Core modules
3 core modules:
Music Industry Management*
Music and Advertising in Television*
Finance for Leisure and Tourism
Optional module
Spring Semester
3 core modules:
Global Music and Media Distribution*
Entertainment Law
Designate module
Optional module

Year 3
Autumn Semester
Core modules
3 core modules:
Music and Media Business Enterprise*
Music Publishing*
Research and Dissertation
<i>Optional module</i>
Spring Semester
3 core modules:
Marketing and Public Relations for Music, Media and Events*
Intellectual Property and the Copyright industries
Research and Dissertation
<i>Optional module</i>

Modules marked * are taken on joint programmes

Work Experience/Placement

Work experience enables you to develop practical experience and to place your studies in the context of the real world, which in turn may give you a competitive edge in the job market on graduation. You may take a year out to gain work experience. Alternatively, the Work Placement module allows you to take a short placement, usually of around five weeks duration. Staff will assist you in finding a suitable placement and will provide you with ongoing supervision and support whilst you are undertaking the placement.

Teaching, learning and assessment

You will experience a variety of teaching and learning methods including lectures, seminars, tutorials, computer-based practical sessions, workshops, self-managed group activities and private study. For each module, you will normally attend 30–45 hours of class-based activities, and undertake approximately 100 hours of private study and preparation for assessments.

Throughout the course, you are encouraged to develop independent learning skills through research, investigation and self-managed study, and the transferable skills you will need in your future career. These include information handling and interpretation, team work, effective communication and an appreciation of social diversity and the ethical implications of business activity.

The assessment of most modules involves a combination of exams held at the end of each semester, and coursework, which may involve group project work, individual essays, projects, presentation of case studies or problem-solving exercises.

Initial Reading

Passman D, *All you need to know about the music business* (Penguin, 2002)

Doyle G, *Understanding media economics* (Sage Publications, 2002)

Croatan C and W Haynes, *The Business of Media* (Sage Publications, 2001)

Career opportunities

There are many opportunities open to graduates of Music and Media Management. Graduates will be able to enter a career in business or management in the music and media industries. Opportunities range from project management in broadcasting, recording, publishing, multimedia and computer games companies to promotion and management in the music business as well as merchandising, distribution, promotion, agencies and venue and artist management. Students who wish to freelance will also find the programme of benefit.

Business and Professional Links

Business and commercial links permeate our work in the Department of Business and Service Sector Management. We undertake commercially contracted research, consultancy and training programmes in the public, private and voluntary sectors, and have host companies, local links with professional bodies, and industrial advisors and visiting professors. Links include record companies (Sony, BMG, Universal), recording studios, event venues (eg Wembley) and the British Phonographic Institute. These activities provide current data and case study material for use in teaching to ensure that our courses are vocationally relevant and reflect the latest trends and thinking in the industry.

Fees

See our website, www.londonmet.ac.uk/tuition-fees, or call the Admissions Office (see Further Information below).

Entry requirements

In addition to the University's standard entry requirements, you should have 160 points, including 120 points from two or more 6-unit awards or one 12-unit award. English Language and Mathematics GCSE at grade C or above (or equivalent) are also required. These requirements may be varied in individual cases.

Accommodation

The University provides guaranteed hall accommodation if you live more than 25 miles away and accept a place by the August deadline for courses starting in September. The University Accommodation Service also provides help finding privately rented accommodation. See www.londonmet.ac.uk/accommodation.

How to apply

For September entry: through UCAS. If you are currently at school/college you should apply via your school/college, otherwise you can obtain details from:

Website: www.ucas.ac.uk

For part-time entry: you should apply directly to the University, through our website www.londonmet.ac.uk, or by contacting the Admissions Office (see below).

Further information

Admissions Office
London Metropolitan University
166-220 Holloway Road
London N7 8DB
Tel: **020 7133 4200**
Email: admissions@londonmet.ac.uk
Web: www.londonmet.ac.uk

Open Days/Evenings

You can also come to one of our open days and evenings, held throughout the year. See our website www.londonmet.ac.uk, or call the Admissions Office, for up to date details.

We do everything we can to ensure that information in this leaflet is correct, however details may change and we cannot accept responsibility for errors or omissions.