Module Descriptor

Title	Commercial Music Strategies		
Session	2026/27	**Status**	
Code	MUSC08010	**SCQF Level**	8
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Allan Dumbreck		

Summary of Module

The student sets up a hypothetical music company working through every step necessary to complete a fiscal "year". Beginning with an initial strategy the student progresses their company in an accelerated time frame (one fiscal year completed in the 12 weeks of one trimester). This includes company registration, identifying accommodation, lawyer, accountant, business associates, suppliers and clients, completing one year of business with a set of final accounts. Student also has to undertake a negotiation exercise and complete a final report.

CMS delivers team skills: negotiation skills, industry research skills and self-employment and business start- up skills to a higher level.

The student will hypothetically manage the career of a real act or artist by completing a series of development tasks towards a record release.

The student has weekly tasks to complete utilising real industry facilities and agents researching real industry prices to gain realistic knowledge of artist development.

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☒ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Research, identify and analyse an entrepreneurial / innovative strategy to compete within a changing business environment.
L2	Undertake a series of hypothetical business activities including financial recording and negotiated agreement within a changing business environment.
L3	Demonstrate personal interaction ability in negotiation leading to an agreement.
L4	Undertake critical analysis and evaluation including reflection on actions, decision making and outcomes in a practical context including self-analysis for a final report.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 8** A broad knowledge of the management and functions of a music company. Music business research.
Practice: Applied Knowledge and Understanding	**SCQF 8** Use of a range of routine skills including negotiation skills, project management, Industry research.
Generic Cognitive skills	**SCQF 8**

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	Undertake critical analysis / evaluation including reflection on actions / outcomes, decision making in practical context, self-analysis within final report.
Communication, ICT and Numeracy Skills	**SCQF 8** Negotiations exercise (conveying complex information). IT use / numerical content / negotiation and presentations skills (use and evaluation of numerical and graphical data).
Autonomy, Accountability and Working with Others	**SCQF 8** Autonomy and initiative: Self-assessment / reflection on project outcomes. Project management skills. Team or associate interaction. Strategic decision making.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Tutorial / Synchronous Support Activity	4
Practice-based Learning	110
Independent Study	50
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Anderton, C., Hannam, J., and Hopkins, J. (2022) Music Management, Marketing and PR. SAGE Publications Limited. Harrison, A. (2021) Music: The Business. Revised edition. Virgin Books. Webb, A. (2022) Essentials of Music Management. Independently Published Gross, S.A. and Musgrave, G. (2020) Can Music Make You Sick? Measuring the Price of Musical Ambition. Westminster UP.

*JS
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** As stated above.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Arts Media**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Arts & Media
Moderator	Jayne Stynes
External Examiner	Jonathan Crossley
Accreditation Details	JAMES, SMIA
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	3.07

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Written Assignment (ASSIGN) A written report critically reflecting on the creation of a music management company and the implementation of a commercial music strategy i.e. artist release campaign. Students will be expected to detail the various aspects of their release campaign (performance targets, music release, schedule, tour etc.) and reflect on the successes and challenges of the campaign.

Word count : 2000 words Weighting : 75% *JS
Assessment 2
Negotiations Exercise Students are required to explain their 12 month artist management activities, renegotiate their existing artist-mangement contract, as well as outlining their expected plans for the following year. Word count: NA (3 x 10 minute negotiations) Weighting : 25% *JS
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Written Assignment	☒	☒	☐	☒	☐	75	36

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Pres - Negotiation Exercise	☐	☐	☐	☐	☐	25	4

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	40 hours

Change Control

What	**When**	**Who**
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/2023	D Taylor

General housekeeping to text across sections.	12/12/2023	D Taylor
Updated Indicative Resources and Assessment wording	04/03/2025	J Stynes
MC & Moderator updated	**March 2026**	**J Stynes**