

Higher National Unit Specification

General information for centres

Unit title: Music Industry Touring

Unit code: DR16 35

Unit purpose: The Unit is designed to provide candidates with knowledge and understanding of the music touring industry. It looks at the live music industry, the roles of those who work in it and the financial considerations which drive it. On completion of the Unit the candidate should be able to participate in indoor UK performance touring. The Unit is aimed at candidates who are interested in management or performance at public music concerts.

On completion of the Unit the candidate should be able to:

- 1 Demonstrate an understanding of the function of touring within the context of the artists' career development.
- 2 Describe and analyse the roles of key participants in the touring industry.
- 3 Construct and analyse tour and concert budgets.

Credit points and level: 1 HN Credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit will be at the discretion of the centre, however candidates should have an understanding of the workings of the music industry. Candidates should have good communication skills. These may be demonstrated by the possession of Core Skill Communication at Higher level or Higher English and Communication or a suitable NQ Communication Unit (SCQF level 6).

Core skills: There may be opportunities to gather evidence towards Core Skills in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: The following HN Units within the HNC/D Music Business framework will provide opportunities for integration of delivery and assessment:

General information for centres (cont)

Unit title: Music Industry Touring

HN Unit	Unit Title
DR2N 34	Music Industry Finance
DR15 35	Music Industry/Stage Management
DR2J 35	Music Industry Management 2

The assessments for this Unit are:

Outcome 1 — A written report produced under open-book conditions.

Outcome 2 — A written report produced under open-book conditions.

Outcome 3 — Construction and criticism of a realistic and accurate concert budget. This assessment is undertaken in closed-book controlled conditions.

Note

Outcomes 1 and 2 would benefit from being assessed as an integrated holistic assessment as one comprehensive written report.

When assessing the report and budget the following criteria should be used as guidance in determining pass/fail:

- ◆ amount, accuracy and detail of case-specific information
- ◆ demonstration of understanding of the music touring industry
- ◆ depth of research and use of resources
- ◆ clarity of communication
- ◆ constructive and creative proposals for future development
- ◆ accuracy of budget analysis

Higher National Unit specification: statement of standards

Unit title: Music Industry Touring

Unit code: DR16 35

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Demonstrate an understanding of the function of touring within the context of the artists' career development

Knowledge and/or skills

- ◆ Financial opportunities and liabilities of music touring
- ◆ Public relations and promotional opportunities of music touring
- ◆ Artistic goals of music touring
- ◆ The current condition of the music touring industry
- ◆ Basic research skills
- ◆ Written presentation skills

Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by the production of a written report showing that they can:

- ◆ account for and assess the value of music touring as a career tool
- ◆ locate, evaluate and present information in cogent written form
- ◆ demonstrate an understanding of the music touring industry
- ◆ research and use resources

Candidates should utilise actual examples from the industry to illustrate their understanding of the subject. This is an open-book assessment.

Assessment guidelines

The assessment for this Outcome will take the form of a written report. It can be undertaken separately but would benefit from being assessed in conjunction with Outcome 2 as part of an integrated holistic assessment.

If assessed individually this assessment should take place two weeks before the end of session. Candidates should be allowed one week to research and deliver the report.

Higher National Unit specification: statement of standards (cont)

Unit title: Music Industry Touring

For those candidates undertaking the Group Award this may also be assessed in conjunction with Music Industry Stage Management (DR15 35) and may contribute to the overall assessment of the Graded Unit.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Outcome 2

Describe and analyse the roles of key participants in the touring industry

Knowledge and/or skills

- ◆ Roles of the:
 - artist management
 - record company
 - booking agency
 - concert promoter
 - tour manager
 - technical crew
 - merchandising company
- ◆ Basic research skills
- ◆ Written presentation skills

Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by the production of a written report showing that they can:

- ◆ accurately define the functions and interests of key participants in the music touring industry
- ◆ clearly describe the relationships between the various participants
- ◆ locate, evaluate, synthesise and present reasonably complex information in written form

Candidates should utilise actual examples from the industry to illustrate their understanding of the subject. This is an open-book assessment.

Assessment guidelines

The assessment for this Outcome will take the form of a report. It can be undertaken separately but would benefit from being assessed in conjunction with Outcome 1 as part of an integrated holistic assessment.

If assessed individually this assessment should take place two weeks before the end of session. Candidates should be allowed one week to research and deliver the report.

Higher National Unit specification: statement of standards (cont)

Unit title: Music Industry Touring

For those candidates undertaking the Group Award this may also be assessed in conjunction with Music Industry Stage Management (DR15 35) and may contribute to the overall assessment of the Graded Unit.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Outcome 3

Construct and analyse tour and concert budgets

Knowledge and/or skills

- ◆ Concert settlement on percentage deals
- ◆ Infrastructural requirements for tour and concert presentation
- ◆ Fixed and variable costs
- ◆ Income stream development

Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by analysing a flawed budget and produce a correct concert settlement statement showing that they can:

- ◆ originate a basic concert or tour budget
- ◆ analyse and adjust concert settlement figures
- ◆ account for the amount, accuracy and detail of case-specific information
- ◆ research and use resources
- ◆ communicate clearly
- ◆ demonstrate accuracy of budget analysis

Candidates will be presented with a flawed concert budget, which they will be expected to analyse and adjust to produce a correct concert settlement statement. This assessment should be undertaken in closed-book controlled conditions.

Assessment guidelines

The use of calculators and computer spreadsheet packages should be encouraged.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Administrative Information

Unit code: DR16 35
Unit title: Music Industry Touring
Superclass category: AE
Date of publication: August 2005
Version: 02

History of changes:

Version	Description of change	Date
02	Removal of Word Count and Presentation Length.	20/05/11

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Higher National Unit specification: support notes

Unit title: Music Industry Touring

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is designed to give an overview of the live music industry to a standard where the candidate will understand its principles and be able to participate within it at a competent level. It serves as an introduction to the key roles outlined in Outcome 2 as complementary or alternative career paths.

- ◆ Outcome 1 relates to an understanding of the principles of music touring and how it directly inflects on the candidate's career.
- ◆ Outcome 2 deals with specific functions within the industry and their inter-relationships.
- ◆ Outcome 3 looks at constructing and analysing tour and concert budgets.

Guidance on the delivery and assessment of this Unit

This Unit has been developed as a mandatory Unit in the HND Music Business Group Award, and as such it may contribute to the Graded Unit for that Award. While all the Units in the Group Award can be assessed individually it is anticipated that some integration will occur between some of the Outcomes.

It is anticipated that delivery of this Unit will be carried out with full class size groups. It is recommended that candidates should be encouraged to attend and participate in live music events.

To reach the standard required by the assessments within the given time candidates will require basic communication and numeracy skills.

The assessments for this Unit are:

Outcome 1 — production of a written report.

Outcome 2 — production of a written report.

Outcome 3 — analysing a flawed budget to produce a correct concert settlement statement.

Outcomes 1 and 2 may be combined in a single holistic assessment.

Open learning

Elements of this Unit could be delivered by open learning, supplemented by on-site tutorials.

Delivering centres will be responsible for ensuring authenticity of candidate's work. For further information and advice please refer to *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

Higher National Unit specification: support notes

Unit title: Music Industry Touring

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on the SQA website www.sqa.org.uk.

General information for candidates

Unit title: Music Industry Touring

This Unit is designed to give you an understanding of how touring works and to help you maximise your use of it as part of your career. It also serves as an introduction to alternative career paths within the live music business which you may choose to explore.

You will be required to study the current industry standards and to assess cogently how these may be applied to your own career. You will be required to display a grasp of the principles, motivations and interests within the industry and the practical factors which underpin it.

This is a lively and expanding industry — the rules and standards are constantly re-invented and developed by those who actively participate in it. By the inherent nature of artistic endeavour, you will be required to question and justify your professional relationship with the live music industry. The benefits this study will bring you will vary in direct relationship to the amount of time, energy and imagination you are prepared to bring to it.

You will be required to submit written assessments, covering evaluation of your knowledge of the industry, by the due dates.

Outcome 1 — you will be required to demonstrate knowledge of the relationship between live work and other areas of career development within the music industry.

Outcome 2 — you will be required to accurately define and assess the roles and inter-relationships of key participants in the live industry.

Outcome 3 — you will demonstrate a clear and accurate grasp of concert and tour budget control and evaluation.

On completion of this Unit you should have a practical knowledge of the live music industry, the roles of those who work in it and the financial considerations which drive it.

The assessments for this Unit are:

Outcome 1 — a written report.

Outcome 2 — a written report.

Outcome 3 — construction and criticism of a realistic and accurate concert budget.

Note that the assessments for Outcomes 1 and 2 may be combined to become one comprehensive written report.