

Higher National Unit Specification

General information for centres

Unit title: Record Company Operations

Unit code: DR1H 35

Unit purpose: This Unit is designed to give candidates an understanding of the operation of record companies and the factors that led to specific structures being adopted. The work of the Unit can be facilitated through the use of case studies. This Unit is suitable for those seeking a career in a record company and also for music business managers and practitioners seeking a greater understanding of this industry sector.

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

- 1 Critically evaluate the licensing process.
- 2 Critically evaluate the Artist and Repertoire (A&R) process.
- 3 Critically evaluate the product management process.
- 4 Evaluate the distribution of audio products.

Credit points and level: 2 HN Credits at SCQF level 8: (16 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: Candidates should have a thorough understanding of the music industry. This may be demonstrated by possession of the HN Units:

- ◆ Music: Artist Development (DJ2J 34)
- ◆ Music Industry Infrastructure (DJ2M 34)
- ◆ Record Company Organisation and Structure (DJ33 34)

Access to this Unit will be at the discretion of the centre.

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.

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Assessment: The assessments will cover the knowledge and understanding of record company operation, identifying key features of various functions.

All Outcomes are assessed individually. Evidence will be generated in response to case studies and can be submitted as either:

- ◆ written reports, or
- ◆ oral presentations

Each candidate must generate evidence individually but may do so in unsupervised conditions, in their own time or at a time determined by them.

Higher National Unit specification: statement of standards

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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

Critically evaluate the licensing process

Knowledge and/or skills

- ◆ Licensing music:
 - for compilation albums
 - to labels in other territories
 - for use in film or advertising

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can evaluate:

- ◆ the process and advantages of licensing music for compilation albums
- ◆ the process and benefits of licensing music to labels in other territories
- ◆ the licences required for music usage in film or advertising and the commercial opportunities presented by so doing

Evidence for this Unit could be generated as a written report or oral presentation based on, and in response to, a case study. Each candidate must generate evidence individually but may do so in unsupervised conditions, in their own time or at a time determined by them.

Assessment guidelines

The assessment of this Outcome is a response to a case study which can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the evidence requirements. It is anticipated that the project will be produced over a period of 4-6 weeks.

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.

Higher National Unit specification: statement of standards (cont)

Unit title: Record Company Operations

Outcome 2

Critically evaluate the Artist and Repertoire (A&R) process

Knowledge and/or skills

- ◆ Methodology of A&R and purpose
- ◆ Role of A&R in the creation of product

Evidence Requirements

Candidates will need to provide written or oral evidence to demonstrate their skills and/or knowledge by showing that they can:

- ◆ evaluate the methods by which A&R sign new artists and the criteria related to establishing whether the artist is regarded as a priority signing
- ◆ describe the functions of A&R in creating product, from inception to release

Evidence for this Unit could be generated as a written report or oral presentation based on, and in response to, a case study. Each candidate must generate evidence individually but may do so in unsupervised conditions, in their own time or at a time determined by them.

Assessment guidelines

The assessment of this Outcome is a response to a case study which can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the evidence requirements. It is anticipated that the project will be produced over a period of 4-6 weeks.

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Outcome 3

Critically evaluate the product management process

Knowledge and/or skills

- ◆ The role of the Product Manager:
 - within the record company
 - with retail stores
 - in finding new marketing opportunities

Higher National Unit specification: statement of standards (cont)

Unit title: Record Company Operations

Evidence Requirements

Candidates will need to provide written or oral evidence to demonstrate their skills and/or knowledge by showing that they can critically evaluate:

- ◆ the role of the Product Manager within a record company by explaining correctly how they liaise with A&R, press and promotions, radio and TV pluggers, sales and distribution and artist management
- ◆ the role of the Product Manager with retail stores by explaining correctly how they liaise with the retail stores to ensure maximum stock of product on sale and setting up promotions and advertising campaigns within retail chains
- ◆ the role of the Product Manager in finding new markets and marketing opportunities by explaining correctly how they are responsible for clinching marketing ventures such as sponsorships with clothing lines, soft drink companies, etc for their artists

Evidence for this Unit could be generated as a written report or oral presentation based on, and in response to, a case study. Each candidate must generate evidence individually but may do so in unsupervised conditions, in their own time or at a time determined by them.

Assessment guidelines

The assessment of this Outcome is a response to a case study which can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the evidence requirements. It is anticipated that the project will be produced over a period of 4-6 weeks.

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Outcome 4

Evaluate the distribution of audio products

Knowledge and/or skills

- ◆ Major label distribution — physical and digital
- ◆ Independent distribution — physical and digital
- ◆ Relationship between label, distributor and retail

Evidence Requirements

Candidates will need written or oral evidence to demonstrate their skills and/or knowledge by showing that they can:

- ◆ evaluate the methods deployed by major labels to distribute their product
- ◆ describe what independent distribution companies are, giving examples, and evaluate the differences between major and independent label distribution methods

Higher National Unit specification: statement of standards (cont)

Unit title: Record Company Operations

- ◆ evaluate the business relationships between label, distributor and retail and explore the benefits and difficulties labels can experience in these relationships

Evidence for this Unit could be generated as a written report or oral presentation based on, and in response to, a case study. Each candidate must generate evidence individually but may do so in unsupervised conditions, in their own time or at a time determined by them.

Assessment guidelines

The assessment of this Outcome is a response to a case study which can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the evidence requirements. It is anticipated that the project will be produced over a period of 4-6 weeks.

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: DR1H 35
Unit title: Record Company Operations
Superclass category: AE
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| Version | Description of change | Date |
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| 02 | Removal of Word Count and Presentation Length. | 20/05/11 |
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Higher National Unit specification: support notes

Unit title: Record Company Operations

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 80 hours.

Guidance on the content and context for this Unit

This Unit is primarily designed to equip candidates with an in-depth knowledge of record company operations. It is intended to expand the candidate's knowledge of the music industry generally, and record companies and related industries specifically. It will help prepare those candidates who intend taking up administrative or managerial roles within the industry and will provide an in-depth understanding of the functions of key areas within the industry.

Outcome 1 looks at, and leads to an evaluation of, the process of licensing music for compilation albums. It goes on to evaluate the process of licensing music to labels in other territories and then looks at licences required for music usage in film or advertising and the opportunities presented in this lucrative field.

Outcome 2 evaluates the methods by which A&R sign new artists as well as the criteria used to establish whether the artist is regarded as a priority signing. It also focuses on the function of A&R in creating product, from its inception to release.

Outcome 3 evaluates the function of the Product Manager in terms of their role:

- ◆ Within a record company liaising with:
 - A&R
 - press and promotions
 - radio and TV pluggers
 - sales and distribution
 - artist management
- ◆ With retail stores liaising with:
 - retail stores personnel to ensure maximum stock of product
 - promotions and advertising campaigns personnel within retail chains
- ◆ In finding and developing new markets and marketing opportunities such as sponsorships with clothing lines, soft drink companies, etc for their artists.

Outcome 4 evaluates the distribution process and methods used by labels to distribute their product. This is followed by an examination of what independent distribution companies are and an evaluation of the differences between major and independent label distribution methods. Finally the business relationships between label, distributor and retail will be evaluated as well as an exploration of the benefits and difficulties labels can experience in these relationships.

Higher National Unit specification: support notes (cont)

Unit title: Record Company Operations

Guidance on the delivery and assessment of this Unit

This has been developed as an optional Unit in the framework for the HND Music Business Group Award. It requires candidates to evaluate the key functions of a record company in the daily operation of its business. All aspects of the Unit are likely to be approached in a theoretical manner through the use of case studies, however, some centres may wish to set-up a record label where candidates will gain first hand experience.

Video resources are a particularly suitable way to facilitate learning and there are many commercially available products containing scenes to illustrate parts of this Unit. Television programmes may also be a source of examples and there are numerous internet sites from which information can be obtained.

Applying the knowledge and/or skills items to industrial situations can be supplemented with practical exercises such as role-plays or simulations. Management games, both paper and computer based, are a good source of suitable scenarios. Centres could also create a bank of suitable case study material, developed over time, to ensure that delivery of the Unit is kept up-to-date with current business practices.

Assessment for this Unit should be based on evidence produced in response to case studies and can be either:

- ◆ written reports or
- ◆ oral presentations

Each candidate must generate evidence individually but may do so in unsupervised conditions.

Open learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

For further information and advice please refer to *Assessment and Quality Assurance for Open and Distance Learning* (SQA, — publication code A1030).

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

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This Unit is primarily designed to equip you with an in-depth knowledge of record company operations. It is intended to expand your knowledge of the music industry generally and record companies and related industries specifically. It will help prepare you for an administrative or managerial role within the industry and will provide an in-depth understanding of the functions of key areas within record companies.

Outcome 1 — You will examine and evaluate the process of licensing music:

- ◆ for use on compilation albums
- ◆ for use by labels in other territories
- ◆ licences required for music usage in film or advertising, and the attendant commercial opportunities presented in this lucrative field

Outcome 2 — You will evaluate the methods by which A&R to sign new artists as well as the criteria used to establish whether the artist is regarded as a priority signing. Then the function of A&R in creating product, from its inception to release is studied.

Outcome 3 — You will evaluate the function of the Product Manager in terms of their role:

- ◆ Within a record company liaising with:
 - A&R
 - press and promotions
 - radio and TV pluggers
 - sales and distribution
 - artist management
- ◆ With retail stores liaising with:
 - retail stores personnel to ensure maximum stock of product
 - promotions and advertising campaigns personnel within retail chains
- ◆ In finding and developing new markets and marketing opportunities such as sponsorships with clothing lines, soft drink companies, etc for their artists.

Outcome 4 — You will evaluate the distribution process and methods used by labels to distribute their product. You will then examine what independent distribution companies are and evaluate the differences between major and independent label distribution methods. Finally you will evaluate the business relationships between label, distributor and retail as well as explore the benefits and difficulties labels may experience in these relationships.

Assessment for each Outcome will be based on a case study and your response can be presented as either:

- ◆ a written report, or
- ◆ oral presentation