



## Higher National Unit specification: general information

**Unit title:** Live Music Industry: An Introduction

**Unit code:** FN19 34

**Superclass:** AE

**Publication date:** June 2011

**Source:** Scottish Qualifications Authority

**Version:** 01

### Unit purpose

The Unit is designed to provide candidates with an introductory understanding of the live music industry. It looks at the business with particular reference to the financial considerations that drive it and the roles and relationships of those who work in it. On completion of the Unit the candidate should be able to identify and analyse key structures and financial interests within the live music industry.

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 management, finance and structure of the live music industry.
- 2 Demonstrate an understanding of marketing and promotion related to the live music industry.
- 3 Demonstrate an understanding of event management and production.

### 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).

## General information (cont)

### Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*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.*

### 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 Higher National Unit, DR2N 34 — *Music Industry Finance*, within the HNC/D Music Business framework will provide opportunities for integration of delivery and assessment.

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 — A written report produced under open-book conditions.

**Note** — When assessing the reports 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 live music industry.
- ◆ Depth of research and use of resources.
- ◆ Clarity of communication.
- ◆ Constructive and creative proposals for future development.

## Higher National Unit specification: statement of standards

**Unit title:** Live Music Industry: An Introduction

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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

Demonstrate an understanding of the management, finance and structure of the live music industry.

#### Knowledge and/or Skills

- ◆ Live music industry and artists' career structure and development
- ◆ Roles of the:
  - Artist management
  - Record company
  - Concert promoter
  - Booking agent
- ◆ Income stream development, including:
  - Box office
  - Internet and media rights
  - Merchandising
  - Corporate sponsorship
  - Public funding
- ◆ Industry structure and trends
- ◆ Vertical and horizontal integration
- ◆ Headline tour budget
- ◆ Research skills
- ◆ Written presentation skills

#### Evidence Requirements

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

- ◆ Describe the role of the live music industry in artists' career structure and development.
- ◆ Describe the roles of the:
  - Artist management
  - Record company
  - Concert promoter
  - Booking agent

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Live Music Industry: An Introduction

- ◆ Describe income stream development, including:
  - Box office
  - Internet and media rights
  - Merchandising
  - Corporate sponsorship
  - Public funding
- ◆ Outline the industry structure and trends with particular reference to vertical and horizontal integration.
- ◆ Analyse the construction of a headline tour budget.

Candidates are required to research and use resources to account for and assess the value of live music as a career tool. They will locate, evaluate industry examples and present information in cogent written form to demonstrate an understanding of the live music industry. This is an open-book assessment.

### Assessment Guidelines

The assessment for this Outcome will take the form of a written report and must be undertaken separately and should take place two weeks before the end of session. Candidates should be allowed one week to research and deliver the report.

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

Demonstrate an understanding of marketing and promotion related to the live music industry.

#### Knowledge and/or Skills

- ◆ The roles of the:
  - Artist management
  - Record company
  - Concert promoter
  - Press and promotion freelancers
- ◆ Various editorial and advertising roles of:
  - Television
  - Regional and national radio
  - Specialist, regional and national press
  - Internet and social network sites
  - Word of mouth
- ◆ Research skills
- ◆ Written presentation skills

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Live Music Industry: An Introduction

### Evidence Requirements

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

- ◆ Produce an analysis of the roles of the:
  - Artist management
  - Record company
  - Concert promoter
  - Press and promotion freelancers
  
- ◆ Produce an analysis of the various editorial and advertising roles of:
  - Television
  - Regional and national radio
  - Specialist, regional and national press
  - Internet and social network sites
  - Word of mouth

Candidates are required to accurately define the functions and interests of key marketing and promotional participants in the live music industry and clearly describe the relationships between the various participants. They will locate, evaluate, synthesise and present reasonably complex information to demonstrate an understanding of the live music industry. This is an open-book assessment.

### Assessment Guidelines

The assessment for this Outcome will take the form of a written report and must be undertaken separately and should take place two weeks before the end of session. Candidates should be allowed one week to research and deliver the report.

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

Demonstrate an understanding of event management and production.

#### Knowledge and/or Skills

- ◆ The roles of and financial connections between the:
  - Concert promoter
  - Booking agent
  - Tour manager
  - Artist's and promoter's production manager
  - Venue management
  - Box office and ticket agencies (inc secondary)
  - Site, production, and public management suppliers
  - Licensing authorities
  - Health and safety officer

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Live Music Industry: An Introduction

- ◆ Artist percentage deals, concert budgets, and settlement
- ◆ Licensing, insurance, and Health and Safety compliance for tour and concert presentation
- ◆ Ticket price factors and per capita cost breakdown
- ◆ Future trends
- ◆ Research skills
- ◆ Written presentation skills

### Evidence Requirements

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

- ◆ Analyse the roles of and the financial connections between the:
  - Concert promoter
  - Booking agent
  - Tour manager
  - Artist's and promoter's production manager
  - Venue management
  - Box office and ticket agencies (inc secondary)
  - Site, production, and public management suppliers
  - Licensing authorities
  - Health and safety officer
- ◆ Demonstrate a basic understanding of artist percentage deals, concert budgets, and settlement.
- ◆ Outline the requirements for licensing, insurance, and Health and Safety compliance for tour and concert presentation.
- ◆ Produce an analysis of ticket price factors including per capita cost breakdown.
- ◆ Analyse future trends.

Candidates are required to analyse the roles of key participants in event management and production and originate a basic concert budget. They will research and use resources and communicate clearly when accounting for the amount, accuracy and detail of case-specific information and must demonstrate accuracy of budget analysis. This is an open-book assessment.

### 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.

## Higher National Unit specification: support notes

### Unit title: Live Music Industry: An Introduction

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 basic competent level. It serves as an introduction to the key roles outlined throughout as complementary or alternative career paths.

**Outcome 1** — relates to MANAGEMENT, FINANCE AND STRUCTURE. It promotes an understanding of the main thrust of the live industry and how it directly inflects on the candidate's career.

**Outcome 2** — deals with MEDIA AND MARKETING. It promotes an understanding of the interaction and mutual support between the media and the music industry.

**Outcome 3** — looks at EVENT MANAGEMENT AND PRODUCTION. This serves as a basic overview of, and introduction to many of the roles that the candidate will need to understand and may choose to develop later.

### 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 — A written report produced under open-book conditions.

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

Outcome 3 — A written report produced under open-book conditions.

## Higher National Unit specification: support notes (cont)

**Unit title:** Live Music Industry: An Introduction

### 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.

### Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

### Opportunities for developing Core Skills

There are opportunities to develop the Core Skill(s) in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

### Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

## History of changes to Unit

Version	Description of change	Date

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## General information for candidates

### Unit title: Live Music Industry: An Introduction

This Unit is designed to give you an understanding of how the live music industry currently 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 that 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 that 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. Those who are able to clearly grasp the underlying financial and interest relationships are most likely to be able to embrace, predict, and even create the changes to the structure and practice of the industry which are guaranteed to have occurred between now and the time you complete this Course.

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 an understanding of the role of the live music industry in creating, sustaining, and developing the careers and incomes of the artists and other participants who work within it. The assessment for this Outcome is a written report.

**Outcome 2** — you will be required to accurately define and assess the roles and inter-relationships of key media and marketing participants in the live industry. The assessment for this Outcome is a written report.

**Outcome 3** — you will demonstrate a basic understanding of concert and event management. The assessment for this Outcome is a written report.

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 that drive it.