



Higher National Unit specification: general information

Unit title: Running a Record Company

Unit code: FN1D 35

Superclass: AE

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Unit purpose

This Unit is designed to enable candidates to gain practical experience of running a record label. It will prepare candidates for work in a record company by giving them the required knowledge and skills to identify talent, devise strategies and materials leading to the exploitation of product. This Unit would be beneficial for candidates with appropriate experience of working with artists, especially in the marketing and subsequent exploitation and dissemination of their work and to those with limited experience in this field.

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

- 1 Produce and present an Artiste and Repertoire (A&R) plan for a proposed artist signing to the label.
- 2 Manage the process of recording songs from a selected artist(s).
- 3 Devise and implement a marketing strategy for the release of product from selected artist(s).
- 4 Compile metadata for product registration with PPL and MCPS.
- 5 Arrange for the manufacture and/or upload of product from a selected artist(s).
- 6 Release product from selected artist(s).

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), *Music Law 1* (DJ2V 34).

Candidates should also have well-developed communication and interpersonal skills and be able to demonstrate the ability to think analytically and systematically and have knowledge of financial management. They should be able to use these skills to develop plans and strategies and reflect and review these to take projects forward.

General information (cont)

Credit points and level

2 Higher National Unit 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.*

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

Candidates are required to produce written and/or oral evidence for each Outcome. This Unit is intended to give candidates practical experience. It is strongly advised that candidates produce evidence, as part of a team while running a label.

Assessors must ensure that each candidate contributes fully to each task and use an assessor checklist to record role and involvement of each candidate. Candidates could be working in their own independent label, a college label or, in the case of day release candidates, their employers' label. However, it is possible to simulate the process involved in running a label.

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.

Outcome 1

Produce and present an Artiste and Repertoire (A&R) plan for a proposed artist signing to the label.

Knowledge and/or Skills

- ◆ A&R methodology
- ◆ Budgeting
- ◆ Studio and producer selection
- ◆ Legal requirements

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, as part of a team, produce an A&R plan that:

- ◆ Identifies the artist, their genre and describes the process involved in signing and making a recording by the selected artist.
- ◆ Contains an accurate financial budget, in tabular format, for the first 12 months of the project.
- ◆ Identifies the label functions to be addressed in preparation of the release, including specialisms of specific markets.
- ◆ Identifies a producer and studio for artist and give a rationale for their selection.
- ◆ Demonstrates all legal requirements have been met regarding contracts and copyright ownership.

The evidence for this Outcome should be produced in a practical environment where candidates work in a team and participate in running a record label. The A&R plan must be orally presented. Each candidate must provide a written report outlining their contribution and the part they played in generating the evidence for this Outcome. Assessors must ensure that each candidate contributes fully to each task.

An assessor observation checklist must be used to record the required assessment information including each candidate's role and involvement or contribution to the process.

Assessment Guidelines

The assessment of this Outcome takes the form of a written plan and oral presentation to a group, demonstrating knowledge and/or skills as detailed in the above Evidence Requirements.

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: Running a Record Company

Outcome 2

Manage the process of recording songs from a selected artist(s).

Knowledge and/or Skills

- ◆ Song selection
- ◆ Musician selection, if appropriate
- ◆ Studio and producer liaison and contracts
- ◆ Scheduling

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, as part of a team, manage the recording process that they can:

- ◆ Listen to songs by the selected artist and advise on which should be recorded.
- ◆ Direct selected artist to suitable musicians, where appropriate and necessary.
- ◆ Produce a studio/producer contract for the recording of the artist.
- ◆ Liaise with the producer, studio and artist and produce a schedule for the recording session.

The evidence for this Outcome should be produced in a practical environment where candidates are participating in running a record label where at least four songs must be selected for recording. Each candidate must provide a written report outlining their contribution and the part they played in generating the evidence for this Outcome. Assessors must ensure that each candidate contributes fully to each task.

An assessor observation checklist must be used to record the required assessment information including each candidate's role and involvement or contribution to the process.

Assessment Guidelines

The assessment of this Outcome can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the above Evidence Requirements.

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: Running a Record Company

Outcome 3

Devise and implement a marketing strategy for the release of product from selected artist(s).

Knowledge and/or Skills

- ◆ Marketing strategy
- ◆ Marketing and promotional materials, including packaging
- ◆ Press and PR materials
- ◆ Sales campaign
- ◆ Use and placement of materials
- ◆ Traditional and digital campaign
- ◆ E-commerce
- ◆ Live performance and touring
- ◆ Physical and digital distribution plan

Evidence Requirements

Candidates will need written or oral evidence to demonstrate their knowledge and/or skills by showing that they can, as part of a team:

- ◆ Describe the processes involved in the marketing and promotion of selected artist.
- ◆ Devise a suitable marketing strategy for selected artist covering all of the knowledge and/or skills points above.
- ◆ Evaluate all elements involved in preparation of marketing and promotional materials.
- ◆ Evaluate and design suitable promotional material including packaging.
- ◆ Create a sales and distribution plan.
- ◆ Demonstrate an understanding of the processes involved in physical and digital distribution.
- ◆ Implement the marketing strategy for selected artist covering all of the knowledge and/or skills points above.

The evidence for this Outcome should be produced in a practical environment where candidates are participating in running a record label and planning to release product. Each candidate must provide a written report outlining their contribution and the part they played in generating the evidence for this Outcome. Assessors must ensure that each candidate contributes fully to each task.

An assessor observation checklist must be used to record the required assessment information including each candidate's role and involvement or contribution to the process.

Assessment Guidelines

The assessment of this Outcome can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the above Evidence Requirements.

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: Running a Record Company

Outcome 4

Compile metadata for product registration with PPL and MCPS.

Knowledge and/or Skills

- ◆ Metadata function
- ◆ PPL and MCPS requirements
- ◆ Metadata compilation

Evidence Requirements

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

- ◆ Describe metadata and its function.
- ◆ Identify the minimum requirements of PPL and MCPS.
- ◆ Compile metadata in a suitable format.

The evidence for this Outcome should be produced in a practical environment where candidates are participating in running a record label.

Assessment Guidelines

The assessment of this Outcome can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the above Evidence Requirements.

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 5

Arrange for the manufacture and/or upload of product from a selected artist(s).

Knowledge and/or Skills

- ◆ Product elements
- ◆ Physical manufacturer liaison
- ◆ Digital aggregator liaison
- ◆ Monitoring and stock control

Higher National Unit specification: statement of standards (cont)

Unit title: Running a Record Company

Evidence Requirements

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

- ◆ Produce an itemised list of all elements to be manufactured for the product.
- ◆ Identify manufacturing requirements.
- ◆ Identify digital aggregator requirements.
- ◆ Identify method of monitoring manufacturing progress, storage and stock control.

The evidence for this Outcome should be produced in a practical environment where candidates are participating in running a record label and releasing product. Each candidate must provide a written report outlining their contribution and the part they played in generating the evidence for this Outcome. Assessors must ensure that each candidate contributes fully to each task.

An assessor observation checklist must be used to record the required assessment information including each candidate's role and involvement or contribution to the process.

Assessment Guidelines

The assessment of this Outcome can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the above Evidence Requirements.

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 6

Release product from selected artist(s).

Knowledge and/or Skills

- ◆ Marketing and promotion campaign
- ◆ Sales and distribution campaign
- ◆ Monitor progress
- ◆ Evaluate success

Evidence Requirements

Candidates will need written or oral evidence to demonstrate their knowledge and/or skills by showing that they can, as part of a team:

- ◆ Produce a release schedule and timeline.
- ◆ Describe marketing and promotional campaign and candidate's involvement.
- ◆ Describe sales and distribution campaign and candidate's involvement.
- ◆ Describe method of monitoring progress of the project.
- ◆ Evaluate overall success of project, including candidate's input.

Higher National Unit specification: statement of standards (cont)

Unit title: Running a Record Company

The evidence for this Outcome should be produced in a practical environment where candidates are participating in running a record label and releasing product. Each candidate must provide a written report outlining their contribution and the part they played in generating the evidence for this Outcome. Assessors must ensure that each candidate contributes fully to each task.

An assessor observation checklist must be used to record the required assessment information including each candidate's role and involvement or contribution to the process.

Assessment Guidelines

The assessment of this Outcome can be written, oral, or a combination of both, demonstrating knowledge and/or skills as detailed in the above Evidence Requirements.

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: Running a Record Company

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 optional within the framework for the Group Award HND Music Business. The music industry is constantly changing with new and emerging technologies and the need to look at innovative ways of keeping up with changes and ahead of the competition. This should be kept in mind when delivering the Unit. The Unit is designed to provide candidates with the opportunity to gain hands-on experience working in a record company, with emphasis on three distinct issues:

- ◆ The process of recognising emerging talent and the process of signing that artist(s) to a label.
- ◆ The practice of ‘commercialising’ the chosen artist(s) by working with that artist(s) in the context of a record company.
- ◆ The procedures and practices of releasing a product of the selected artist(s).

In doing so, candidates will be given the background knowledge that will prepare them for a role as record company personnel. This Unit will give the candidate an overall appreciation of the roles, practices and procedures necessary in the development of launching an artists’ career.

Candidates will be expected to use the knowledge and skills drawn from the Unit to enable them to assess existing and emerging artists, actively seek new talent to develop, market and release product. This will help the candidate to develop the planning and strategic thinking required in successful record operations.

Guidance on the delivery and assessment of this Unit

This Unit is an optional Unit within the HND Music Business framework. This Unit should ideally be delivered in year 2 of the award allowing candidates to have acquired a wide knowledge base of the music industry and developed specific skills (eg problem solving — planning, organising, evaluation, critical thinking; working with others; communication; IT; numeracy) from the Units studied in year 1. Candidates should therefore have completed year 1 of the framework. Centres are encouraged to assess holistically and integrate assessments where possible.

The evidence for Outcomes 1, 2, 3, 5 and 6 is produced in a practical environment where candidates participate in running a record label and releasing product. Each candidate must provide a written report outlining their contribution and the part they played in generating the evidence for these Outcomes. Assessors must ensure that each candidate contributes fully to each task.

Higher National Unit specification: support notes (cont)

Unit title: Running a Record Company

Assessor must use observation checklist to record the required assessment information including each candidate's role and involvement or contribution to each process.

Outcome 1 — engages candidates in the process of A&R, ie evaluating the processes when A&R signs an artist. Candidates are expected to demonstrate an understanding of the process by producing and presenting an A&R plan for the signing and recording of an artist.

This will include the following:

- ◆ Explaining the process of A&R and liaising with other record company departments (or in smaller labels, the functions that are necessary) in preparation for release, including specialisms of specific markets.
- ◆ Budgetary requirements.
- ◆ Providing a rationale when selecting producer and studio and show that they understand the legal requirements for contracts and copyright.
- ◆ Apply knowledge acquired to an appropriate project (one suitable for the delivering centre and available budgets).
- ◆ The candidates will present their A&R plan for their selected artist(s).

Outcome 2 — requires the candidate to manage the process of recording songs from the selected artist(s). This will involve critically evaluating the artist's songs and selecting appropriately. If additional musicians are necessary for the recording of the songs the candidate will assist in the selection process. Finally the candidate will liaise with an appropriate studio and producer and scheduling the recording session.

Outcome 3 — requires the candidate to devise and implement a marketing strategy for the release of product as well as evaluate industry marketing and promotional activities; they must appraise the elements involved in preparing marketing and promotional materials in general and then specifically illustrate the processes entailed in marketing and promoting the selected artist(s). When evaluating the promotional materials, the candidate must explain the various packing formats available and then evaluate and design suitable promotional material including packaging, paying particular attention to the requirements of the given project. They will then implement a marketing strategy for the release of product and produce promotional material and develop a sales and distribution campaign for the given project. Candidates will be assessed on the following:

- ◆ Their ability to show that they have understood the rudiments of traditional and digital campaigns.
- ◆ Provision of an adequate account of the value and significance of live performance in the promotion of a product.
- ◆ The formulation of a suitable marketing strategy for the selected artist(s), which will cover how the promotional materials will be used and where they will be targeted. The choice, and reasons for the choice, of a traditional and/or digital campaign and the inclusion of live performance and touring as part of the strategy.
- ◆ Their ability to show that they have understood the processes involved in physical and digital distribution and can produce a distribution and sales plan suitable for the project.
- ◆ The implementation of the marketing strategy for the selected artist, covering use and placement of materials, traditional and/or digital campaign (depending on requirements of the artist(s)), E-commerce, live performance and touring.

Higher National Unit specification: support notes (cont)

Unit title: Running a Record Company

Outcome 4 — requires each candidate to compile minimum metadata requirements for PPL and MCPS registration. This will involve describing why metadata is necessary and then identify and compile metadata for their chosen artist's release. Candidates must know the difference between recordings and products. For example, a CD album release may comprise twelve recordings; the album in this case is the product. Each song/recording on the album however, could be an individual release, eg a single and as such would be an individual product.

Although most candidates will not be able to assign a true ISRC or barcode they will be required to identify what these are and describe how they are used and, ideally relate to catalogue number. Metadata required:

- ◆ Label
- ◆ Artists/Band Name
- ◆ ISRC
- ◆ Barcode
- ◆ Catalogue number
- ◆ C and P line/date
- ◆ Who controls the rights
- ◆ Content type
- ◆ Format
- ◆ Genre
- ◆ Recording/Product title
- ◆ Tracks
- ◆ Timing/duration of tracks
- ◆ Country of recording
- ◆ Recording venue and date of recording
- ◆ Composer(s)/writer(s)
- ◆ Territory

- ◆ Identify:
 - If the recording is a remaster
 - If the recording is a medley
 - If the recording contains samples

- ◆ The contributors and their role:
 - Artist — contracted featured, other featured and non featured.
 - Composer, author and arranger
 - Studio personnel

- ◆ Repertoire ownership and rights holders

Outcome 5 — concerns the manufacturing and/or upload of product from the selected artist. Candidates will co-ordinate all product elements – artwork, design and master recording and ensure that these meet the requirements of both the physical manufacturer and the digital aggregator. They will then arrange for the manufacture and uploading of the recordings and monitor progress and, in the case of physical product ensure storage and stock control measures are in place.

Higher National Unit specification: support notes (cont)

Unit title: Running a Record Company

Outcome 6 — deals with releasing the product from the selected artist(s) by whichever means was chosen in previous Outcomes. The candidate will take a key role in the management of the marketing and promotional campaign and the sales and distribution campaign. This will involve the production of a release schedule with a timeline and a description of the marketing and promotional campaign. There will also be a description of the sales and distribution campaigns. Candidates must describe the method of monitoring progress of the project and evaluate the overall success.

Open learning

This Unit could be delivered by distance learning with suitable support material. 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.

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Unit title: Running a Record Company

This Unit is designed to allow you to acquire a wide knowledge base of the music industry and develop specific skills (eg problem solving — planning, organising, evaluation, critical thinking; working with others; communication; IT; numeracy) from the Units studied in year 1.

The evidence for Outcomes 1, 2, 3, 5 and 6 is produced in a practical environment where you participate in running a record label and releasing product. You must provide a written report outlining your contribution and the part you played in generating the evidence for these Outcomes.

Assessors will use observation checklist to record the required assessment information including your role and involvement or contribution to each process.

Outcome 1 — will engage you in the process of A&R, ie evaluating the processes when A&R signs an artist. You are expected to demonstrate an understanding of the process by producing and presenting an A&R plan for the signing and recording of an artist.

Outcome 2 — requires you to manage the process of recording songs from the selected artist(s). This will involve critically evaluating the artist's songs and selecting appropriately. If additional musicians are necessary for the recording of the songs you will assist in the selection process. Finally you will liaise with an appropriate studio and producer and schedule the recording session.

Outcome 3 — requires you to devise and implement a marketing strategy for the release of product as well as evaluate industry marketing and promotional activities; you must appraise the elements involved in preparing marketing and promotional materials in general and then specifically illustrate the processes entailed in marketing and promoting the selected artist(s). When evaluating the promotional materials you must explain the various packing formats available and then evaluate and design suitable promotional material including packaging, paying particular attention to the requirements of the given project. You will then implement a marketing strategy for the release of product and produce promotional material and development a sales and distribution campaign for the given project.

Outcome 4 — requires you to compile minimum metadata requirements for PPL and MCPS registration. This will involve describing why metadata is necessary and then identify and compile metadata for your chosen artist's release.

Outcome 5 — concerns the manufacturing and/or upload of product from the selected artist. You will co-ordinate all product elements – artwork, design and master recording and ensure that these meet the requirements of both the physical manufacturer and the digital aggregator. You will then arrange for the manufacture and uploading of the recordings and monitor progress and, in the case of physical product ensure storage and stock control measures are in place.

Outcome 6 — deals with releasing the product from the selected artist(s) by whichever means was chosen in previous Outcomes. You will assist in the management of the marketing and promotional campaign and the sales and distribution campaign. Your individual involvement will vary depending on the role and function adopted in the project. You will be required to detail your involvement in the project and provide an evaluative report on all aspects of the project. In doing so, there should be evidence of how the project was monitored as well as an account of the overall success of the project. Ideally you will produce a written report and give a presentation of the outcomes.