



Click on any of the links below to take you directly to the page

Contents

➤ 1. Introduction	3
➤ 2. Student Responsibilities	4
➤ 3. Key Course Staff	5
➤ 4. Graduate Attributes	5
➤ 5. Course Summary	6
➤ 6. BA (Hons) Music Business Course Specification	7
➤ 7. Course Aims	9
➤ 8. Educational Aims	9
➤ 9. Course Structure	10
➤ 10. Higher Education Strategy	11
➤ 11. Assessment	11
➤ 12. BA (Hons) Music Business Assessment Calendar	13
➤ 13.1. Learning Outcomes: BA (Hons) Music Business Year 1 (Level 4)	19
➤ 13.2. Learning Outcomes: BA (Hons) Music Business Year 2 (Level 5)	20
➤ 13.3. Learning Outcomes: BA (Hons) Music Business Year 3 (Level 6)	21

1. Introduction

This course handbook is the primary source of information for your course, BA (Hons) Music Business, however, it should be used in conjunction with the following sources of information. The course is delivered at BIMM Institute, part of BIMM University.

BIMM Institute College Homepage

Your BIMM Institute College Homepage can be found through bimmstudents.com by selecting your college. Once you have selected your college, navigate to *College and Course Information* where you will find your College Homepage and Course Homepage links.

This contains important information on the following:

- Key contacts
- College procedures
- Facilities information
- Useful tips for studying and living in your college's city
- Student Services
- General Health & Well-being
- Events, Masterclasses, Careers & Industry
- Artist Development & A&R
- Term dates can be found [here](#).

BIMMStudents.com

bimmstudents.com is a one-stop portal for all key electronic resources and services students will require during their studies including the following:

- Microsoft Office 365 (including emails, cloud storage and apps)
- Lesson Timetables
- E-Library & Journals
- Room bookings
- IT Support and resources
- BIMM Extra
- BIMM Institute's Virtual Learning Environment ([Canvas](#))
- BIMM e-Books
- Creative Industries, Guests & Careers – Masterclasses and Career development
- Tutorial booking
- BIMM Connect - Student networking

Canvas

Canvas is BIMM University's Virtual Learning Environment (VLE). It is an online space containing materials and tools to support and enhance students' learning experience. This platform is

an integral part of the student experience at BIMM Institute. It is not only an online extension of the classroom but is also the place where students will submit digital assignments and receive grades and feedback.

It also contains a wealth of valuable guidance to support students during their studies. It hosts important information on assessment deadlines, guides to each module on the course, and student services information. Each module on the course has a dedicated space where students can access materials used in class and additional study resources.

Students will find links to college news and networking forums, annual monitoring reports, college Board of Studies and Student Representation forum minutes, and much more.

Module Specifications

The Module Specifications for this course are made available electronically [online here](#) and individually via the Course Structure Section of this handbook.

BIMM University Academic Regulations

Information on plagiarism, word counts, and further assessment guidelines can be found via the [Undergraduate Academic Regulations](#) and the [Student Assessment Handbook](#).

BIMM University Policies

All student-facing policies can be found on the BIMM website, under “[Student Policies and Regulations](#)”.

Procedures relating directly to student complaints and appeals can be found [here](#).

2. Student Responsibilities

You are expected to attend classes and submit work for assessment as well as engage in the required amount of self-directed study as quantified in the [module specifications](#). Expectations around student engagement is outlined in our [Student Engagement Policy](#).

Library resources are supplied through the BIMM University electronic library and dedicated physical reading rooms, and You are expected to use these resources in their own time.

Referencing – The Harvard Reference System (HRS)

When researching a topic for any written assignment (e.g., essay, report or dissertation), students are expected to make use of a variety of sources including books, journal articles, newspaper articles, web pages and audio-visual material.

At BIMM Institute we use the Harvard Reference System. According to this system, we acknowledge our sources within text (in-text citations) and by including a Reference List at the end of the work.

Please see the ***BIMM Guide to Harvard Referencing*** on the Academic Study Skills site [here](#) for further details on how to reference work.

3. Key Course Staff

All staff contributing to the course are highly experienced practitioners, and the majority have degrees or post-graduate qualifications.

Key course staff names and contact details can be found on your Course Homepage, which can be found on bimmstudents.com. Details of the lecturer with responsibility for a particular module can be found on the relevant module pages on [Canvas](#).

4. Graduate Attributes

Those that study at BIMM are expected, upon graduation to exhibit the following attributes:

Employable and Entrepreneurial

BIMM graduates will act with professionalism and integrity. They will demonstrate entrepreneurial skills to their colleagues and potential employers including:

- exemplary communication skills;
- efficient time management;
- effective self-managed independent and team working;
- respect for the opinions of others and the ability to receive criticism and use it constructively;
- imaginative, creative and critical thinking;
- effective problem solving;
- digital literacy;
- numeracy;
- a strong sense of personal and professional identity.

Resilient and Adaptable

BIMM graduates will be confident and resilient enough to recover quickly from set-backs.

Creative, Collaborative and Connected

BIMM graduates will be self-assured enough to form lifelong creative networks where they can connect and collaborate with others on activities or projects to generate value.

Globally Aware

BIMM graduates will be confident to act effectively in settings where language and culture are not familiar to them and will understand international context and practices both within, and beyond, their discipline.

Socially Responsible

BIMM graduates will understand how their actions can enhance the wellbeing of others and will be equipped to make a valuable contribution to society.

Professional

BIMM Graduates will demonstrate an informed understanding of their discipline or professional practice, and the ability to question its principles, practices and boundaries.

Intellectually Curious

BIMM Graduates will demonstrate initiative, self-reflection, academic integrity and ethical responsibility. They will possess powers of analysis, synthesis, and evaluation. They will appreciate disciplines and forms of professional practice beyond their own and draw connections between them.

Self-Aware

BIMM Graduates will be equipped to seek knowledge and to continue learning throughout their lives. They will set themselves high standards and will demonstrate qualities that enable them to be reflective and independent lifelong learners.

5. Course Summary

This course aims to nurture your creative flair while developing core skills as a music business entrepreneur in this exciting and growing industry.

You'll be offered opportunities to build your knowledge of the industry across a wide range of subject areas while developing innovative ideas in the context of the inspiring music business culture locally, nationally and globally.

The course allows you to acquire all the key knowledge required for a graduate in the Music Business, while giving you the flexibility as your course progresses to choose options which focus your studies to your specific areas of interest.

Year One maps out the music industry, and you will learn about the specifics of management, releasing music, live music, music publishing and marketing. This will give you an overview in the mechanics of the business and also insight into individual sectors, roles and responsibilities.

Year Two places this in a broader business context in which you will focus on business planning and forecasting, financing business and creativity and digital marketing, while choosing optional pathways which will enable you to specialise and develop your unique area of interest as professional practitioners, such as:

- DIY Release Artist/Manager:
- DIY Artist/Manager with Specialism:
- Record Label & A&R:
- Publishing & Sync:
- Live Production:
- Digital Economy:
- PR Marketing:
- Journalism Culture and Digital Communication:

Throughout the course, “Curriculum Spine” Modules cultivate transferable and soft skills such as personability, professionalism, healthy work ethic, emotional resilience, the origination and application of creative and critical thinking, and contextual awareness.

Experienced Tutors will guide and mentor your professional development, supporting you in your project-management and business skills across areas such as artist management, self-employment, traditional and digital marketing, music publishing, copyright legislation, social media, the live industry, music recording and distribution. You’ll also have the opportunity to attend guest lectures and access to work experience opportunities that will develop your ‘hands-on’ industry knowledge through placements and internships with a wide range of music-focused employers, or be supported in entrepreneurial ventures of your own design.

6. BA (Hons) Music Business Course Specification

Full Title of Course & Award:	BA (Hons) Music Business
Mode of Attendance:	Full Time
Length of Course:	The course is taught over three years at Levels 4, 5 and 6.
Start Date:	<ul style="list-style-type: none"> • Initial validation: 2019 • First cohort intake: 09/2021 • Last revalidated: N/A
Awarding Institution:	BIMM University
Teaching Institution:	BIMM Institute
UCAS Code:	N826

Language of Study	English
Final Award:	<ul style="list-style-type: none"> • Certificate of Higher Education (exit award only at Level 4) • Diploma of Higher Education (exit award only at Level 5) • Bachelor's Degree with Honours (Level 6)
FHEQ Level:	<ul style="list-style-type: none"> • 120 credits at Level 4 • 120 credits at Level 5 • 120 credits at Level 6
Reference Points:	<ul style="list-style-type: none"> • QAA Subject Benchmark Business and Management (February 2015) • FHEQ (2008) • QAA Quality Code (2017)
Minimum Period of Registration:	3 years
Maximum Period of Registration:	6 years
Admissions Criteria:	<p>Minimum of 2 A-levels at Grade C or above (64 UCAS points), OR BTEC Level 3 equivalent, and normally three GCSEs at a minimum grade C/4, including English Language.</p> <p>IELTS Requirements IELTS 6.0 with a minimum of 5.5 to be achieved in each band.</p> <p>Alternative English Exams Cambridge Certificate of Proficiency in English (CPE): 170 overall, including at least 165 in each band. Cambridge Advanced Certificate in English (CAE): 170 overall, including at least 165 in each band.</p> <p>Pearson (PTE Academic): 50 overall, including at least 42 in all four skills. TOEFL (iBT): 80 overall, including at least 19 in Listening, 19 in Reading, 21 in Speaking, 21 in Writing.</p>
Date of Course Specification:	Last revised: 2019

7. Course Aims

This course aims to foster graduate attributes defined by the two Industry Advisory Panels (IAPs) conducted at BIMM Group (November 2018, February 2019) and according to the principles identified by the EHLST subject grouping.

The curriculum spine cultivates transferable and soft skills such as, personability, professionalism, healthy work ethic, emotional resilience, the origination and application of creative and critical thinking, and contextual awareness increasing the student's contextualisation and comprehension of how contemporary practices have been influenced by exemplar historical practitioners.

The core modules provide a safe and supportive space where students can learn and apply a broad base of industry-relevant commercial, digital and practical skills, developing essential practitioner competencies and expertise around: recording and publishing copyrights, self-release and DIY, the digital economy, the live music industry, marketing & PR, inclusivity, budgeting and fiscal responsibility, digital literacy, project management skills and entrepreneurship.

The options allow students to specialise and develop their own unique areas of interest as professional practitioners in various sectors such as tour management, video production, teaching, sound recording, rights management and secondary exploitation, music law, gaming and the psychology of music.

8. Educational Aims

Students enter the course with a wide range of skills and experiences and a variety of ambitions and goals. Some are active musicians and songwriters releasing their own material, some are entrepreneurs with a drive to develop new businesses, some are interested in progressing on to professional qualifications in areas such as music law whereas many have a broad-based interest in the industry but have yet to define their own career path. The BIMM BA (Hons) Music Business programme is sufficiently flexible to facilitate specialisation for those candidates with clearly-defined career or entrepreneurial goals while also allowing a broader portfolio approach for students who are interested in exploring as many sectors of the business as possible to see which opportunities best fit their own goals and skills sets.

9. Course Structure

The BA (Hons) Music Business course consists of the following modules (click on each module for more details)

Code	FHEQ Level	Module Title	Credits
Year 1			
Semester 1			
COM411	4	The Creative Industries	15
MUB401	4	Artist Management	15
MUB403	4	The Music Business	15
MUB402	4	The Live Music Industry	15
Semester 2			
COM412	4	The Creative Industries and You	15
MUB405X	4	Releasing Music	15
MUB404X	4	Music Publishing	15
MMC414	4	Marketing & Branding	15
Total Credits			(120)
Year 2			
Semester 1 Core/Spine Modules			
COM521	5	Defining Your Practice in Context	15
MUB501X	5	Business & Enterprise	15
MMC503	5	Social Media & Digital Marketing	15
Semester 1 Option Modules: Choose one of the following:			
MUB502	5	Record Label Management	15
COM504	5	Touring & Live Events	15
COM503X	5	Creative Video Production	15
Semester 2 Core/Spine Modules			
COM522	5	Exploring Practice Through Collaboration	15
MUB506	5	Financing Creativity	15
Semester 2 Option Modules: Choose two of the following:			
MUB517	5	Rights Management & Synchronisation	15
MUB508	5	The Business & Culture of Electronic Music	15
COM506	5	Working in the Creative Industries	15
COM505X	5	Practical Learning and Teaching in the Creative Arts 1	15
Total Credits			(240)
Year 3			
Semester 1 Core/Spine Modules			
COM601	6	Final Project (Semester 1 and 2)	30
MUB601X	6	Audience Experience & Motivation	15
Semester 1 Option Modules: Choose two of the following:			
MUB602	6	Creative Economics	15

MUB604X	6	Digital Arts & Branding	15
MMC603X	6	Digital Content Creation	15
Semester 2 Core/Spine Modules			
COM612	6	Professional Portfolio	15
Semester 2 Option Modules: Choose two of the following:			
MUB605	6	Business Ethics & Music Law	15
MUB606	6	Music & Event Futures	15
COM606X	6	Practical Learning and Teaching in the Creative Industries 2	15
COM607	6	Diversity in the Creative Industries	15
COM608X	6	Psychology of Music	15
Total Credits			(360)

Please note that the offering of option modules in individual colleges and in any given academic year will be subject to the availability of resources and sufficient student interest.

10. Higher Education Strategy

BIMM University is committed to providing high quality teaching and support for its students by addressing the differentiated needs of individual learners and ensures that all students have equal and fair access to learning resources. All learning and teaching approaches adopted by BIMM University are flexible, student-centred, diverse and appropriate to the skills and needs of individual students.

In order to provide relevant, diverse, quality learning experiences, the course implements the BIMM University Higher Education Strategy. This allows us to create inclusive, engaging learning activities that can address diverse learning and teaching styles, foster the culture of a learning community and, through the outcomes, enable students to develop their own creative identity. This aims to help build students capacity to be innovative in dealing with obstacles set by the professional demands of the industry.

For more information see [BIMM University's Higher Education Strategy](#).

11. Assessment

BIMM University is committed to the development of reflective and entrepreneurial practitioners in music, and the emphasis on professional development is also reflected in the diet of assessment. For more information see our [Undergraduate Academic Regulations](#).

BIMM University is deeply connected to the wider creative industries, and the design of the curriculum and the assessment of learning outcomes is guided by this principle. Assessment design

aims to echo ‘real world’ commercial briefs and scenarios alongside the academic skills of research, analysis and critique required for a qualification at this level.

Assessment Types

Regular formative and summative assessment will be used to inform day-to-day learning and teaching and future staff development.

1. Summative assessment

Diverse forms of assessment such as discussion, presentation, case study, essay, critical report, reflective video, software projects, installations, audio files, practical and performances provide students with the opportunity to fully explore the module learning outcomes, and addressing the grading criteria within realistic, industry relevant scenarios.

To make assessment explicit to both students and assessors, components of assessments are weighted where appropriate and where the whole portfolio piece of work contributes to the overall grade a holistic approach to assessment is implemented. Where there are separate learning outcomes assessed, they are split into smaller assessments, weighted correspondingly.

2. Formative assessment

Formative assessment is developmental and provided via in-class activities. This is an informal type of assessment, and it can provide a fun, safe and non-judgemental scenario for students to evaluate their own knowledge. The use of assessment for learning by tutors, along with the use of peer and self-assessment is encouraged for students. When portfolios are being developed, the implementation of PebblePad is an excellent example of formative, portfolio-based pedagogy, which leads on to blended learning strategies.

Full Details are in our [Student Assessment Handbook](#).

The assessment calendars for each year of this course are as listed further in this document.

12. BA (Hons) Music Business Assessment Calendar

Year 1: Semester 1 Assessment Calendar

	Module Titles			
Semester 1 weeks:	COM411 The Creative Industries (spine)	MUB401 Artist Management (core)	MUB402 The Live Music Industry (core)	MUB403 The Music Business (core)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13	A1: Assessment Portfolio 20 hours project work (100%)	A1: Artist Development Plan 2000 words (100%)		
14			A1: Live Music Event Plan 2000 words (100%)	A1: Industry Schematic Diagram + Analysis Schematic Diagram + 1500-word analysis (100%)
15				

Year 1: Semester 2 Assessment Calendar

	Module Titles			
Semester 2 weeks:	COM412 The Creative Industries and You (spine)	MUB404X Music Publishing (core)	MUB405X Releasing Music (core)	MMC414 Marketing & Branding (core)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13	A1: Assessment Portfolio 20 hours project work (100%)		A1: Music Release Plan Presentation 10 min recorded presentation (100%)	
14		A1: Written response or Video Presentation Written response: 2000 words or Video Presentation: 20 minutes (100%)		A1: Analytical Report 2,000 words (100%)
15				

Year 2: Semester 1 Assessment Calendar

S1 weeks:	COM521 Defining Your Practice in Context (spine)	MUB501X Business & Enterprise (core)	MMC503 Social Media and Digital Marketing (core)	MUB502 Record Label Management (option)	COM503X Creative Video Production (option)	COM504 Touring & Live Events (option)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13				A1: Critical Analysis 2500 words (100%)	A1: Video Production + Reflective Video Commentary - 3 mins + 1-2 mins (100%)	A1: Written Plan 2000 words (100%)
14	A1: 3000 words or 20-min narrated presentation (100%)	A1: Business Plan 2500 words (100%)	A1: Digital Marketing Plan - 2000 words + 500 word reflection (100%)			
15						

Year 2 Semester 2 Assessment Calendar

S2 weeks	COM522 Exploring Your Practice Through Collaboration (spine)	MUB506 Financing Creativity (core)	MUB517 Rights Management & Synchronisation (option)	MUB508 The Business and Culture of Electronic Music (option)	COM505X – Practical Learning & Teaching in the Creative Arts 1 (option)	COM506 – Working in the Creative Industries (option)
1-5						
6						
7						
8						
9						
10						
11						
12						
13	A1: (Process) Portfolio Assets equivalent to at least 25 hours of project work (100%)			A1: Case Study - 2500 words (100%)	A1: Practical Lesson Observation & Viva Practical Lesson Observation 30 Minutes & Viva 15 minutes (wks. 13-14) Portfolio 1000 words plus a Scheme of Work, 5 lesson plans and all resources (wk13) (100%)	
14		A1: Patchwork Assessment – 3000 words (100%)	A1: Portfolio - 2500 words (100%)			A1: Report 2000 words + Digital Portfolio (100%)
15						

Year 3: Semester 1 Assessment Calendar

Semester 1 weeks:	COM601: Final Project (spine)	MUB601X: Audience Experience & Motivation (option)	MUB602: Creative Economics (option)	MUB604X: Digital Arts & Branding (option)	MMC603X: Digital Content Creation (option)
1-5					
6					
7	A1: Project Proposal 1500 words OR 15 min digital presentation + Ethical Approval Form (20%) weeks 7-9 semester 1				
8					
9					
10					
11					
12					A1: Website / Online Channel + Creative Reflection Various (See brief) + 750 words (100%)
13			A1: Creative Economic Essay 2500 words (100%)	A1: Design Portfolio + Evaluative Report Portfolio + 2500 words (100%)	
14		A1: Consumer Analysis 2500 words (100%)			
15					

Year 3: Semester 2 Assessment Calendar

Semester 2 weeks:	COM601: Final Project (core)	COM612: Professional Portfolio (core)	MUB605: Business Ethics & Music Law (option)	MUB606: Music & Event Futures (option)	COM606X: Practical Learning and Teaching in the Creative Arts 2 (option)	COM607: Diversity in the Creative Industries (option)	COM608X: Psychology of Music (option)
1-5							
6							
7							
8							
9							
10							
11							
12							
13		A1: Personal & Professional Development Portfolio - Negotiated portfolio or 10 min digital presentation (100%)			A1: Practical Lesson Observation & Viva - 30 mins lesson plan + 20 mins viva (wks 13-14)		A1: Essay 3500 words (100%)
14	A2: Project Output To be negotiated + Ethical Approval Form (80%)		A1: Business Case Study Report 3000 words (100%)	A1: Report, podcast or other mode agreed with tutor 3500 words or 30 minutes (100%)	2250 words + scheme of work, 5 lesson plans + resources (wk 13) (100%)	A1: Podcast OR Essay 30minutes Audio OR 3000 words (100%)	
15							

13.1 Learning Outcomes: BA (Hons) Music Business Year 1 (Level 4)

Knowledge and Understanding. Able to:

- A1. Recognise the roles and responsibilities of key music industry business and professionals and describe the flow of revenue between them.
- A2. Identify and describe key areas of operation in business and management.
- A3. Outline examples of current economic, operational, organisational and/or technological problems in contemporary business and entrepreneurship.
- A4. Explain areas of ongoing debate and/or enquiry in the field of business, management and/or entrepreneurship.

Intellectual (thinking) skills. Able to:

- B1. Relate developments in your field of study to key cultural theories and make connections with your own practice.
- B2. Use appropriate research tools to gather and evaluate data in inform your practice. Recognise and reference ideas of others in your own work.
- B3. Propose logical and reasoned solutions to technical problems. Reflect on external feedback and personal experience.
- B4. Communicate ideas clearly a range of modes of expression, through structured and coherent arguments.

Subject practical skills. Able to:

- C1. Identify practical skills and tasks specific to the creative industries.
- C2. Organise the resources and/or production logistics necessary for the creation and distribution of a music product.
- C3. Select and utilise digital technologies in an appropriate manner.
- C4. Develop and practice professional techniques under the supervision of others

Key/Transferable skills. Able to:

- D1. Identify personal strengths and weaknesses and engage with support and reflective thinking to address areas for development.
- D2. Plan your workload effectively to be able to carry out creative projects and meet assessment deadlines.
- D3. Identify opportunities for collaborative work, and the personal skills required to succeed in these contexts.
- D4. Use appropriate technology to support your learning and development

13.2 Learning Outcomes: BA (Hons) Music Business Year 2 (Level 5)

Knowledge and Understanding. Able to:

- A1. Apply high level diagnostic and creative skills to music business related activities.
- A2. Distinguish and examine key areas of operation in business and management.
- A3. Propose solutions to conceptual and material problems and issues in business and entrepreneurship.
- A4. Distinguish and articulate social responsibility and ethical awareness in business and entrepreneurial practice.

Intellectual (thinking) skills. Able to:

- B1. Contextualise and critically evaluate your own work and the work of others, relating and applying theory to practice.
- B2. Make informed and well-reasoned judgements through critical engagement with research, demonstrating an awareness of interdisciplinary approaches.
- B3. Identify and propose creative reasoned solutions to technical and conceptual problems. Invite external feedback and draw on a range of perspectives.
- B4. Communicate ideas effectively to specialist and non-specialist audiences in a range of contexts, showing critical awareness.

Subject practical skills. Able to:

- C1. Employ contemporary digital technologies to perform specific and transferrable real-world and industry relevant tasks.
- C2. Analyse a range of business data, using appropriate sources of information and methodologies.
- C3. Develop personal resilience, commercial acumen and risk awareness acting as a digital native in a local and global context.
- C4. Experiment with new skills and techniques in income generation, IT and data analysis and collaborative entrepreneurship.

Key/Transferable skills. Able to:

- D1. Use well-informed reflective self-awareness to interpret and address factors affecting your learning and practice.
- D2. Define, review and reflect on personal and professional goals to plan and manage projects.
- D3. Demonstrate skills of collaboration and teamwork, showing sensitivity for the well-being of others and the diversity of people and ideas
- D4. Engage appropriately with a variety of industry standard digital tools to make connections and communicate ideas.

13.3 Learning Outcomes: BA (Hons) Music Business Year 3 (Level 6)

Knowledge and Understanding. Able to:

- A1. Evaluate key areas of operation in business and management, summarising the relationship between these areas.
- A2. Develop and demonstrate a command of specialist music business skills and proficiency in generic skills and attributes.
- A3. Assess and resolve problems of uncertainty and complexity pertinent to the music industry, predicting future outcomes.
- A4. Devise an original perspective on contemporary issues in business and management, using a wide range of sources and a proactive, independent approach to learning.

Intellectual (thinking) skills. Able to:

- B1. Articulate a critical awareness of the reciprocity of theory and practice.
- B2. Use systematic critical analysis, and synthesis of complex information to support enquiry into contemporary practice.
- B3. Evaluate solutions to complex issues, drawing on appropriate research, some of which is at the forefront of the discipline.
- B4. Communicate complex concepts and arguments, acknowledging the uncertainty of knowledge.

Subject practical skills. Able to:

- C1. Synthesise a range of cognitive and intellectual skills with competencies specific to business and management.
- C2. Evaluate a range business data, using appropriate sources of information and methodologies.
- C3. Analyse key industry trends or developments and amend practice accordingly evaluating the effectiveness of their chosen response.
- C4. Differentiate and evaluate the behaviour of varying consumer segments and analyse the appropriateness of communication tools.

Key/Transferable skills. Able to:

- D1. Self-manage projects, drawing on an awareness of personal and professional values that motivate you to direct your own learning and development.
- D2. Exercise personal and professional responsibility, make rational decisions and take initiative in complex and unpredictable contexts.
- D3. Use skills of emotional intelligence to work effectively with others in professional and creative contexts.
- D4. Research and employ appropriate technologies to enhance your creative and professional practice.