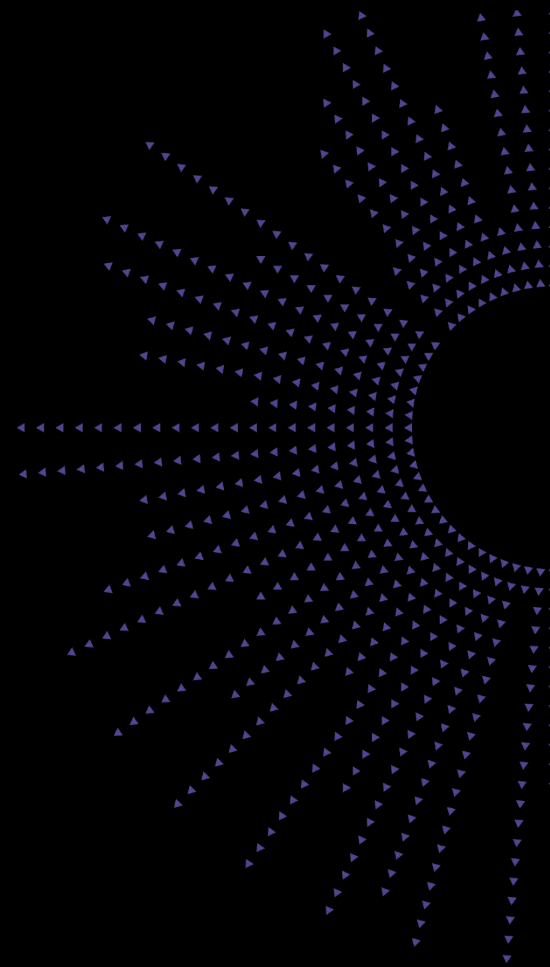


BA (Hons) Songwriting & Music Business

Introduction Pack



Acceptance Packs – Course Information

Course: BA (Hons) Songwriting & Music Business

Course Welcome

Welcome to BIMM and to the BA (Hons) Songwriting & Music Business course! We are very excited to have you join us to take this exciting next step in your creative career in the field of Songwriting and the Music Business.

The BA (Hons) Songwriting & Music Business course has been designed so that you can forge your own path studying modules to equip yourself with the key knowledge that underpins your artform and industry aspirations; whilst fostering the creativity needed to keep moving forward in your career. From creating music with technology, to understanding music publishing, events, releasing music and lyricism and aesthetics, the Songwriting and Music Business BA gives you a wealth of opportunities to develop your music and the necessary skills to present it to the world.

You can learn how to succeed and forge networks with your peers amidst your surrounding creative industries through the curriculum spine, develop the skills required to master your creative and professional persona through core modules and shape your individual professional identity by studying from a diverse range of optional modules in years 2 and 3.

Even better you'll find yourself happily immersed in a flourishing BIMM community and culture, with ample opportunities to collaborate with a diverse range of talented peers, to bring to fruition your artistic, academic and industry goals. Day to day interaction and collaboration with fellow songwriters, performers, producers, and business and events students, within, and outside of the teaching environment, will help you gain real world experience as you hone your skills.

Guiding you throughout all of this will be your course team, made up of course leaders, personal tutors and your lecturers themselves. They are all experienced and highly sought-after professionals, whose expertise and experience will be invaluable to you as you progress through the course; supplemented by our Student Services Teams and the Careers Team, you will always be supported to reach your goals, personally and professionally.

Once again, welcome to BIMM, we are so excited that you are joining us and we can't wait to see what you are about to achieve.



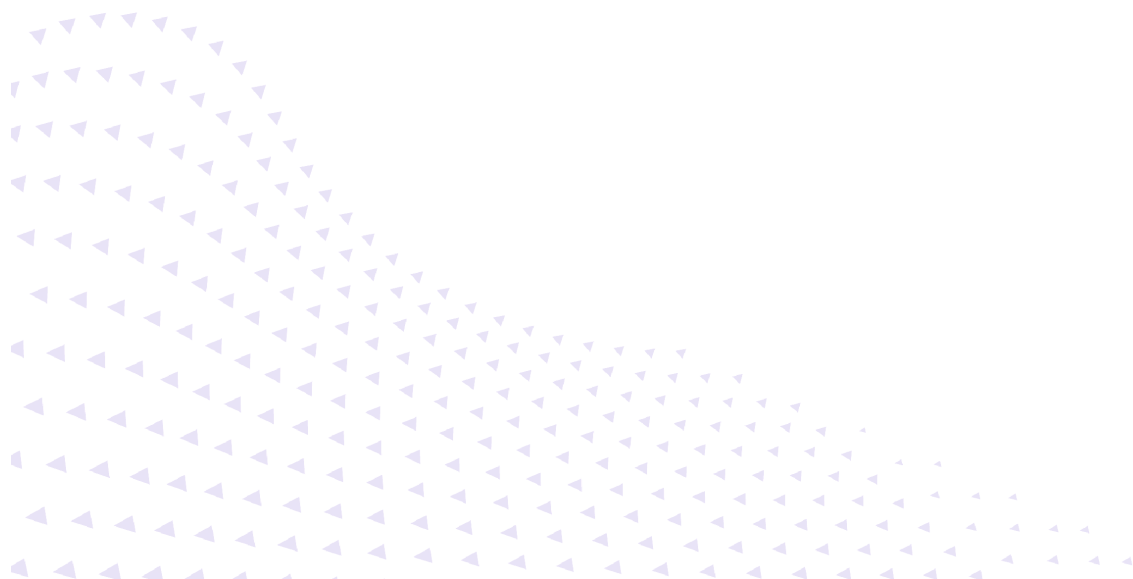
Essential equipment and software

What you'll need to bring with you

- Laptop
- Stationery
- Your Instrument - a guitar or keyboard, you may also want to consider your own microphone (Shure SM58) and lead.
- Writing materials for notetaking and for collecting song Ideas.
- Recording Equipment for capture of Ideas. Elements of your course will teach you how to use more sophisticated software but anything from a recording app on a phone through to Garageband or Reaper software with an audio interface and microphone on your laptop will be ideal for capturing rough Ideas or higher quality demos.
- Ear Plugs (All students are strongly advised to wear ear protection when In class, practicing or performing.

What we will provide upon enrolment

- Microsoft Office 365 Suite



How to prepare to get the most out of your studies

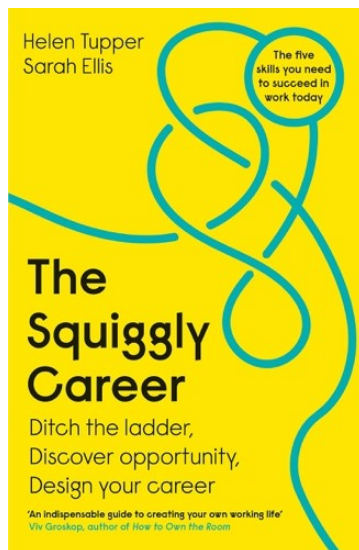
Get a head start with reading for your course

The Course Leaders have selected one essential core text for each of your semester one modules. It's worth getting your hands on these in the summer as these are texts that you'll refer to again and again during your studies.

Book1

The Squiggly Career by Helen Tupper & Sarah Ellis

Tupper, H. and Ellis, S. (2020) *The Squiggly Career: - Ditch the Ladder, Discover Opportunity, Design Your Career*. London: Penguin.



Core text for **The Creative Industries & You 1: Finding Your Path**

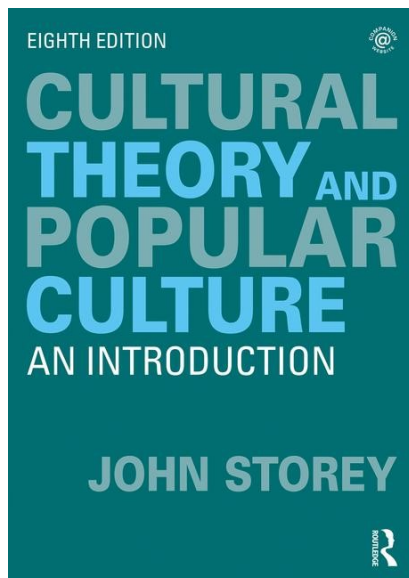
This bestselling book is a great place to start your journey into the Creative Industries. The Creative Industries & You modules at BIMM are all about following your passions, even if that means the path to your dream career takes some unexpected turns along the way. *The Squiggly Career* helps to put you in the right mindset for the exciting journey ahead.

Available to buy from Amazon

<https://tinyurl.com/ybjbjwme>

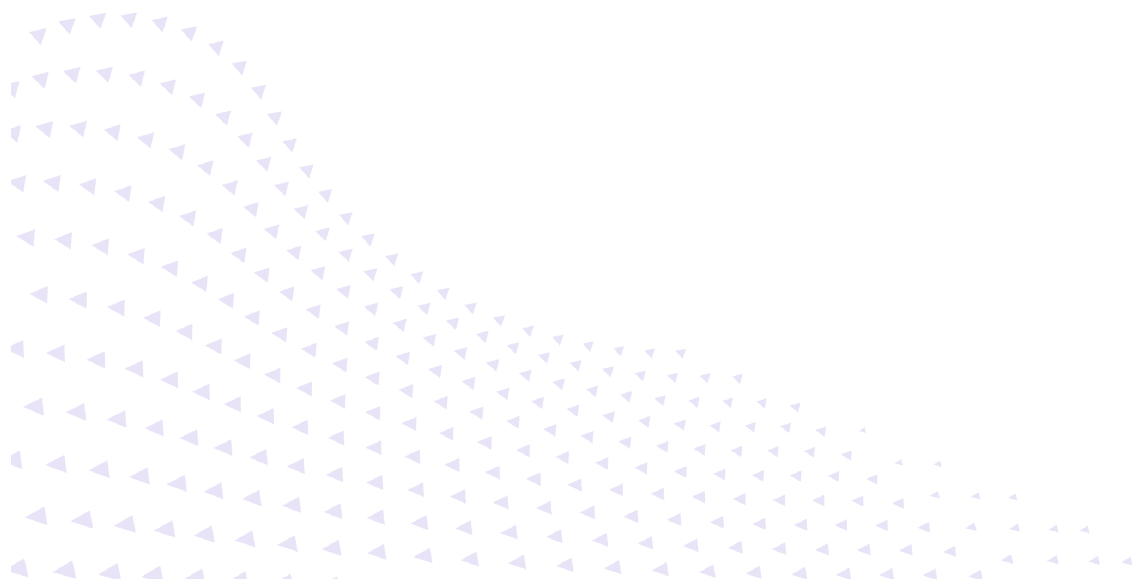
Book2

Cultural Theory and Popular Culture by John Storey
Storey, J (2018) Routledge



Core Text for Context & Culture in the Creative Industries

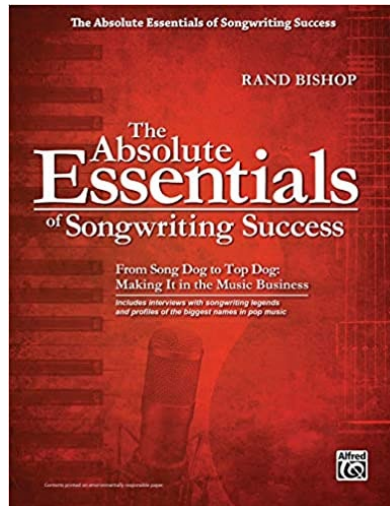
In this eighth edition of his award-winning *Cultural Theory and Popular Culture: An Introduction*, John Storey presents a clear and critical survey of competing theories of and various approaches to popular culture. Its breadth and theoretical unity, exemplified through popular culture, means that it can be flexibly and relevantly applied across a number of disciplines.



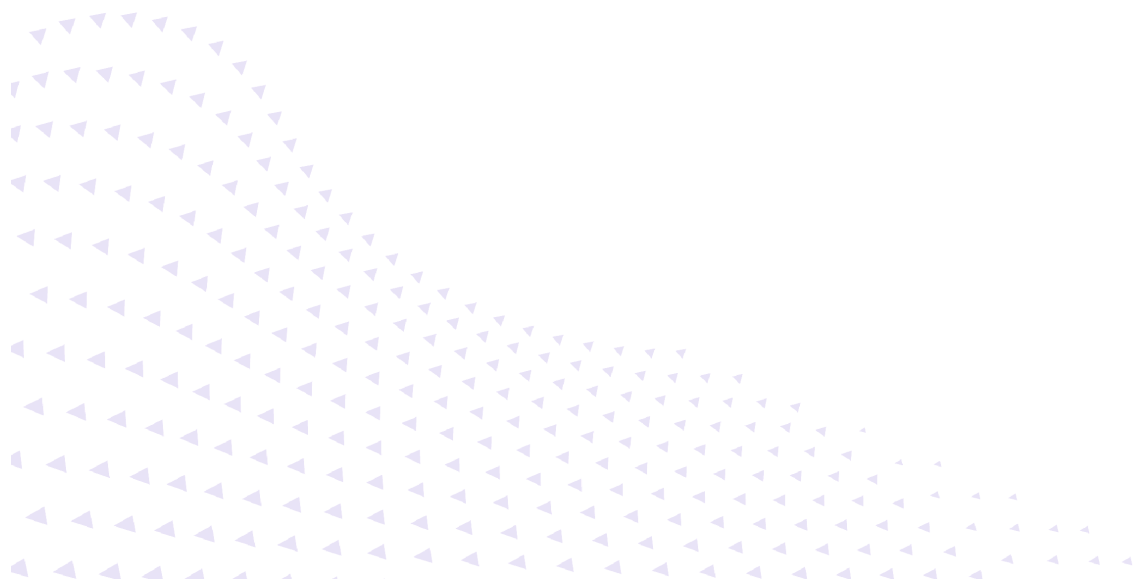
Book 3

The Absolute Essentials of Songwriting Success by Rand Bishop

Bishop, Rand. (2010). *The Absolute Essentials of Song Writing Success*. Alfred Music, Van Nuys



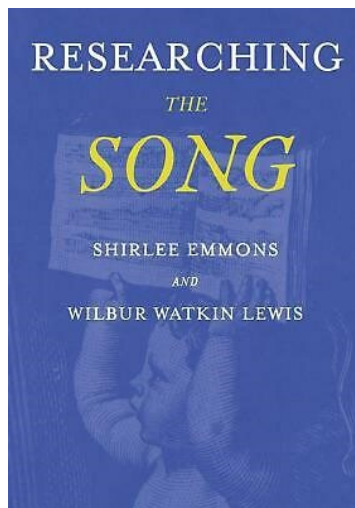
You want your original songs to be recorded, released, and broadcast. But do you have a realistic plan to make this dream your reality? Author and hit songwriter Rand Bishop draws from 40 years of on-the-job experience while visiting with some of the most-honored song crafters of the last five decades, unveiling a long-term strategy for building a career composing hit songs. The lessons, essays, quotations, and profiles in this book reveal how a song becomes a hit and support the learning from your Songwriting Techniques Module perfectly. *Available to buy from **Amazon**.*



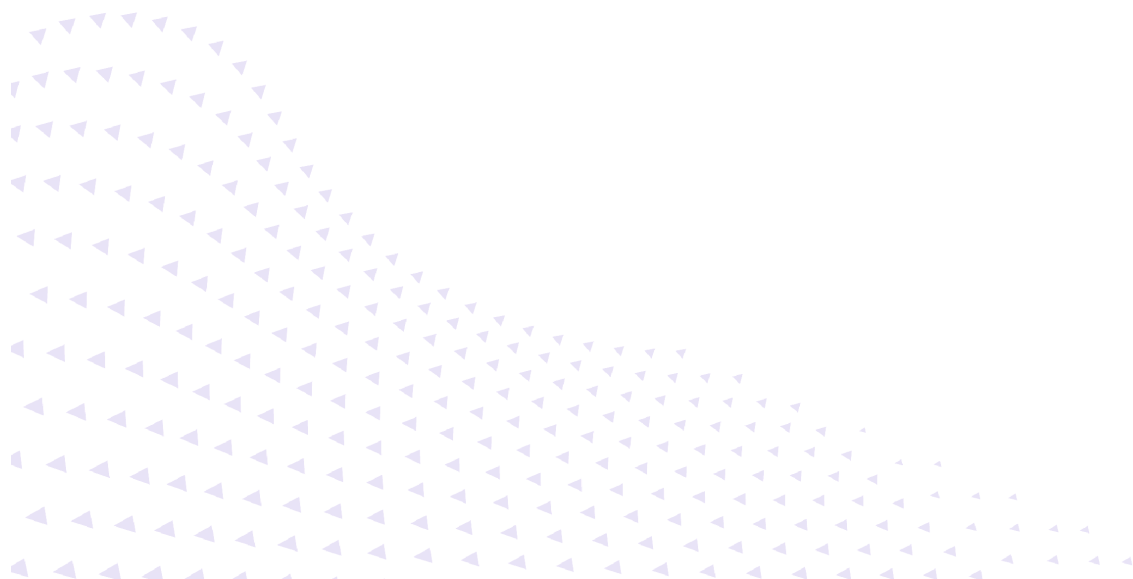
Book 4

Researching the Song : A Lexicon by Shirlee Emmons and Wilbur Watkin

Emmons, Shirlee; Lewis, Wilbur Watkin. (2006) *Researching the Song : A Lexicon*. Oxford University Press. Oxford

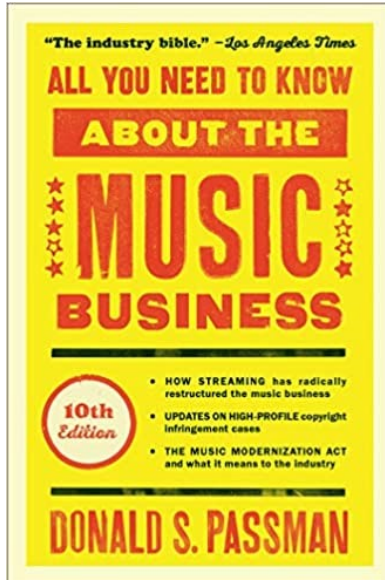


Researching the Song is an invaluable reference guide for anyone interested in performing songs and telling stories. Your performance modules at BIMM will focus not only on the tools of how to arrange your music for ensemble but also how to ensure that your story is getting across. This book provides a solid introduction to this. *Available to buy from **Amazon**.*



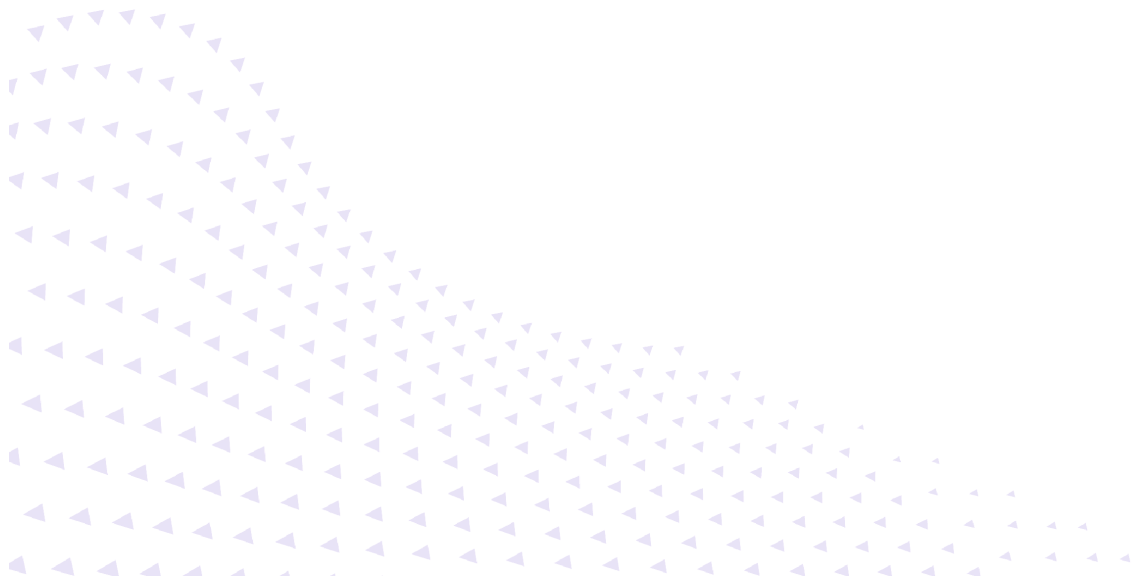
Book 5

All You Need to Know About the Music Business by Donald S Passman.
Passman, D (2019) Simon & Schuster, Edition 10



Core text for The Music Business

This module is designed to offer you a holistic perspective of the industry, from where you can clearly identify conventions, standard working practices and growth areas. All you need to know about the Music Business is the perfect core text to accompany it. For more than twenty-five years, All You Need to Know About the Music Business has been universally regarded as the definitive guide to the music industry. Now in its tenth edition, Donald Passman leads novices and experts alike through what has been the most profound change in the music business since the days of wax cylinders and piano rolls.





Book 6

The Poetry of Pop by Adam Bradley
Bradley, A (2017). *The Poetry of Pop*. Yale University Press, Yale

Core Text for **Styles and Genres**



From Tin Pan Alley to the Beatles to Beyonce, "Mr. Bradley skillfully breaks down a century of standards and pop songs into their elements to reveal the interaction of craft and art in composition and performance." (The Wall Street Journal) Encompassing a century of recorded music, this pathbreaking book reveals the poetic artistry of popular songs. Pop songs are music first. They also comprise the most widely disseminated poetic expression of our time. Adam Bradley traces the song lyric across musical genres from early twentieth-century Delta blues to mid-century rock 'n' roll to today's hits.



Book 7

This Business of Songwriting: Revised 2nd Edition by Jason Blume
Blume, J 2013 (2013) HarpethHills Press

Core text for **Music Publishing**



Music publishing is essential in the modern music business, an ever-increasing amount of visual content is being created and shared, much of which requires the synchronisation of music, this along with the development of new distribution channels has opened a wealth of new opportunities for songwriters and publishers. This module will focus on the fundamentals of this topic covering areas such as: the definition of a song, the publisher's role, the collection societies, the types of music publisher, and music publishing contracts.

Writing great songs is not enough. To make money, songwriters need a firm, realistic grasp of how songs generate income, and how the songwriting business works. This Business of Songwriting is the first book to demystify the process of doing business as a songwriter. Encyclopedic in scope, This Business of Songwriting unravels industry enigmas and firmly imparts a sense of direction to tomorrow's hit makers." -- Paul Corbin, VP Writer/Publisher Relations, BMI "If you're serious about your songwriting, this book will give you the information you need to be serious about your business."-- Timothy Fink, V.P., Writer / Publisher Relations, SESAC