

BA (Hons) Music Marketing, Media & Communication

Introduction Pack

Acceptance Packs – Course Information

Course: Music Marketing, Media and Communication

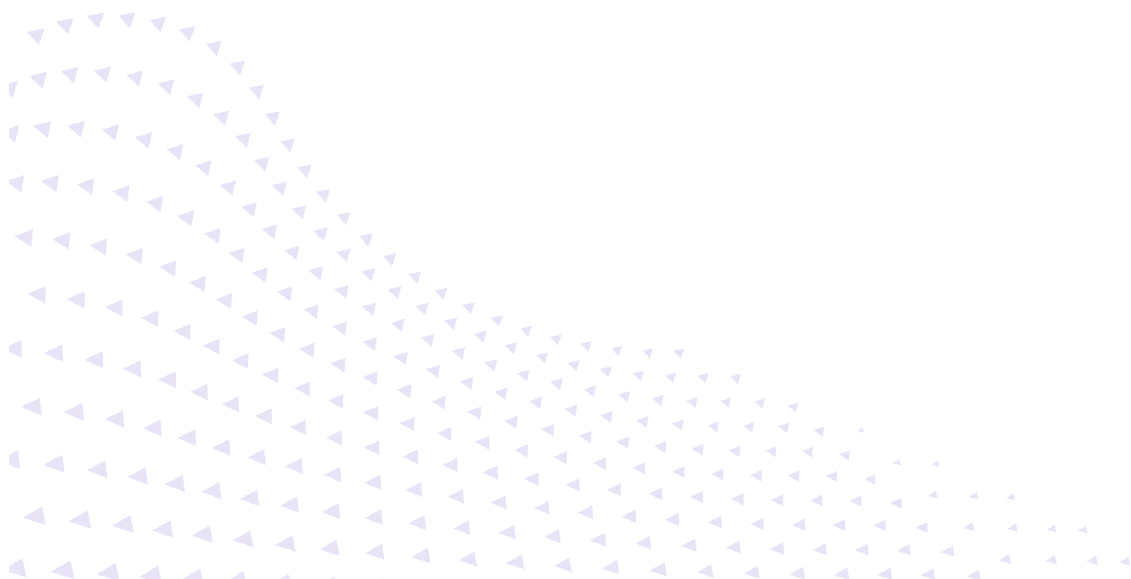
Course Welcome/ Introduction

Welcome to this exciting new course! You are embarking on a three year journey of exploring the exciting world of marketing media and communication, framed by the music and related industries. This unique course is the convergence point of all the other BIMM and partner college degrees, using mixed media and communication methods and platforms to promote, market, report on, manage, and celebrate all aspects of the music industries.

The skills that you will develop in these areas will set you up for diverse range of career opportunities, and with a broad portfolio of transferable skills. As designers of narrative through different media you will develop skills in use of software, hardware and investigative and interpersonal skills. these are all underpinned with theory behind each field.

As we replicate industry practises as far as possible in This course he will be engaging in a lot of project and group work with networking and regular input from guest speakers. There are regular elements of authentic assessment (assessed on actual projects/real world scenarios) which drive learning by doing for a very hands-on experience.

All of your activities through the three years and broad range of subjects will feed into developing a rich and diverse portfolio of work helping you to establish yourself with paid work in the industry.



Essential equipment and software

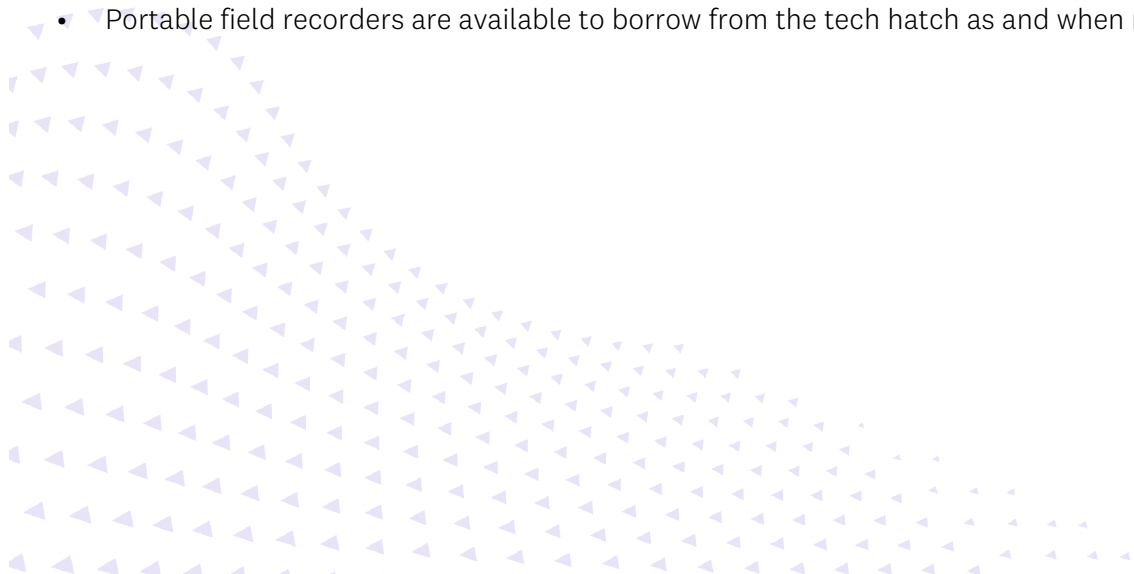
BIMM will provide all the core hardware and software you need to be able to complete your studies and assessment. This includes computer labs with iMacs with Microsoft Office, Logic, Pro Tools and Adobe Creative Cloud suite. We do however recommend that you have your own laptop and or mobile device (phone or tablet), as this will allow you to be much more flexible and independent in choice of working locations and in collaborative projects. As a mixed media practitioner these tools will be standard for you on a daily basis; so well worth investing in as soon as possible. A portable field recorder for audio capture and interviews is also a standard piece of equipment for journalists and mixed media producers. These are available on loan from college, but again having your own will allow you to be more agile in your working patterns.

What you'll need to bring with you

- Laptop (useful but not essential - Apple computers are preferable for media practitioners and have good bundled software packages);
- Portable USB hard disk drive (1-3 TB). So may need more of these during the course as your portfolios of work grow. Keeping multiple backups of your work is essential;
- An open mind, an inquisitive nature and a willingness to try new things;
- A portable field recorder (useful but not essential - Zoom H-series are great quality and value for money)

What we will provide upon enrolment

- Microsoft Office 365 Suite;
- Adobe CC;
- An engaging and challenging 3 years of learning, development, feedback, networking, hard work and fun;
- Portable field recorders are available to borrow from the tech hatch as and when needed.



How to prepare to get the most out of your studies

Get a head start with reading for your course

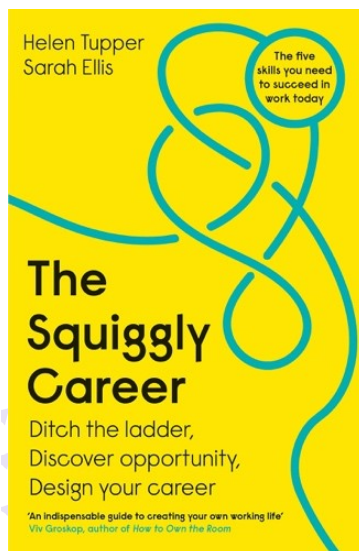
The Course Leaders have selected one essential core text for each of your semester one modules. It's worth getting your hands on these in the summer as these are texts that you'll refer to again and again during your studies.

Dip Into these books:

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.

1. **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.





Listen to these podcasts:

1. [99% Invisible](https://www.99percentinvisible.org/) A weekly podcast by producer Roman Mars, exploring the process and power of design. Learn more at [99percentinvisible.org](https://www.99percentinvisible.org/).

