

BA(Hons) Music Marketing, Media and Communication - Course Specification

Full Title of the Course & Award	BA (Hons) Music Marketing, Media and Communication
Mode of Attendance	Full-Time
Length of course	This course is taught as a three-year course at levels 4, 5 and 6.
Start date	September 2021
Awarding Institution	BIMM Institute
Teaching Institution	BIMM Institute Birmingham, BIMM Institute Brighton, BIMM Institute Bristol, BIMM Institute London, BIMM Institute Manchester
UCAS Code	W376
Language of Study	English
Final Award	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
FHEQ Level	120 credits at Level 4 120 credits at Level 5 120 credits at Level 6
Reference Points	Communication, Media, Film and Cultural Studies Benchmark (2016) FHEQ (2008) QAA Quality Code (2018)
Minimum Period of Registration	3 years
Maximum Period of Registration	6 years
Admissions Criteria	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. For overseas students: IELTS 6.0 with a minimum of 5.5 to be achieved in each band or equivalent English language qualification.

**Date of Course
Specification Revisions:**

Specification: October 2019

Contents

BA(Hons) Music Marketing, Media and Communication - Course Specification	1
Course Structure	4
Timetables	5
Covid-19 Adjustments.....	5
Year Structure.....	5
Workload	6
Assessments	7
Practical Exams	7
Written exams.....	7
Practical coursework	7
Multimedia coursework/ Portfolio Assessments.....	7
Written coursework.....	7
Presentations.....	8
Learning and Teaching.....	9
Teaching	9
Self-directed study.....	9
Formative Assessment	9
Work-based Learning.....	9
Staff.....	10
Language	10
Costs.....	10
Tuition fees.....	10
Additional Costs.....	11
Accommodation and Living Costs	11
Disabled Access.....	11

Course Structure

Year 1					Available Options									
Semester 1	The Creative Industries & You 1: Finding Your Path	Introduction to Digital Media & Communication	Finding Your Voice	The Music Business										
Semester 2	Context & Culture of the Creative Industries	Popular Culture & Identity	Marketing & PR	The Creative Entrepreneur										
Year 2					Available Options									
Semester 1	The Creative Industries & You 2: Creative Collaboration	Critical & Creative Writing	Social Media & Digital Marketing	Option Module	Mobile Technology & Music	Youth, Music and Social Change	Creative Video Production	Touring and Live Events						
Semester 2	Creativity, Identity & Agency	Communication Techniques	Option Module	Option Module	Fans & Social Media Influencers	Artist Development & PR	Mobile Apps – Design & User Culture	Financing Creativity	Working in the Creative Industries	Practical Learning and Teaching in the Creative Arts 1				
Year 3					Available Options									
Semester 1	Final Project	Communication in Practice	Option Module	Option Module	Digital Content Creation	Global Communication	Digital Arts & Branding	Audience Experience & Motivation	Gender & Sexuality	Film Studies	Culture & Society			
Semester 2		The Creative Industries & You 3: Professional Portfolio	Option Module	Option Module	Celebrity Culture	Gaming Culture	Fashion & Music	Music & Event Futures	Consultancy & Market Research (MB)	Business Ethics & Music Law	Practical Learning and Teaching in the Creative Arts 2	Diversity in the Creative Industries	Psychology of Music	

Apart from the Final Project module, all modules are worth 15 credits each. Students take 120 credits each year and will be required to have passed 360 credits to receive the full degree. Students must pass 120 credits each year to progress. The overall degree classification is based on grades achieved in year 2 and year 3.

In year 2 students choose one option in semester 1 and two options in semester 2. In year 3 students choose two options in semester 1 and two options in semester 2.

Not all option modules will run, and this will be based on student demand and resource availability. Modifications may be made to the course in line with our [Course Approval and Modification Policy & Procedure](#).

Timetables

Timetables are made available during enrolment. While every effort is made to make the timetables as student friendly as possible classes could be timetabled any time between 9am - 6pm, Monday – Friday (9am - 8pm at BIMM Institute London, Birmingham and Brighton). Classes may also be at different BIMM Institute buildings depending on lecturer and resource availability.

On average, full time students will have around 8-10 class contact hours per week.

Covid-19 Adjustments

Due to the current situation some modules may be taught online. This may affect contact hours noted in this document and some assessments may be adapted for online delivery. More details can be on our [applicant webpages](#).

Year Structure

Years at BIMM Institute are divided into two 15-week semesters of which 12 weeks are dedicated to teaching. The academic year usually starts late September/early October and runs until May.

Workload

	Average Number of Assessments	Average Expected Hours of Student Effort Per Assessment
Year 1: Semester 1	5	20
Year 1: Semester 2	7	14
Year 2: Semester 1	6	20
Year 2: Semester 2	7	17
Year 3: Semester 1	7	23
Year 3: Semester 2	5	32

	Average Contact Time (Hours Per Year)	Average Self-Directed Study Time (Hours Per Year)
Year 1 (Level 4)	248	952
Year 2 (Level 5)	248	952
Year 3 (Level 6)	200	1000

All details above are provided for guidance only but are believed to be accurate at the time of writing. Average figures will differ from course to course and will depend on the option modules chosen.

Assessments

Practical Exams

Practical exams ask you to demonstrate a practical skill under exam conditions. These practical skills could include things such as your ability to play your instrument, your ability to perform in an ensemble setting or your ability to produce a recording or operate hardware/software. The skill being tested will depend on the module and course being taken. Many practical assessments also contain a viva voce where the examiner will ask you questions regarding your exam and the related subject area.

Written exams

Many students will be familiar with this type of assessment. Written exams at BIMM Institute are often used for theory and listening modules and are sat under exam conditions. For more details on exam conditions please refer to the [Academic Regulations](#).

Practical coursework

Practical coursework often asks you to demonstrate a practical skill but, unlike practical exams, you work on the assessment piece in self-directed study time and hand in the final assessment for marking. Examples of this type of assessment include writing a song or mixing a recording.

Multimedia coursework/ Portfolio Assessments

Multimedia coursework contains a mixture of elements some written and some practical. An example of this type of assessment is creating a 3-page newspaper layout containing text and visual elements. On some courses, you may have to do portfolio assessments for which you compile a mixture of audio/visual and written elements together. This is usually done using online portfolio software.

Written coursework

Written course work is used in all BIMM Institute courses and can take several forms:

- Research essays – in these assessments you will be expected to conduct research into the chosen topic. This could include secondary research (reading) or primary research (conducting original research such as focus groups/questionnaires etc.). You will then be required to write an essay based on this research, putting forward clear and concise arguments.
- Reflective essays – in these assessments you are required to reflect on your professional practice or development activities and identify areas for improvement.

These essays do require you to engage in adequate research which will depend on what the subject of the reflective essay is.

- Dissertation/ Final year project – most courses have a large final year project which is double weighted. This is usually a combination of detailed research and reflective elements. Most courses require you to undertake an active project as the subject of your dissertation and this project is normally agreed with your tutor.
- Blog assessments – these assessments require you to submit regular written tasks normally to an online blog which are then combined to form the final assessment submission. These written tasks contain a mixture of reflective and research elements.
- Patchwork Text Assessments – these assessments are constructed from smaller written tasks given to the student throughout the year. The student then combines these smaller written tasks and submits them along with a final piece of writing that links the tasks together. These written tasks could be research or reflection based.
- Case Study – these assessments require you to research and write about a specific entity or section of the industry related to your course. For example, a case study of a record label would require you to look at how the company works, what has made them successful etc.

In some cases, an assessment may combine two or more of these types of written work.

Presentations

In these assessments, you will be asked to make a planned presentation to an assessor or panel of assessors. Some presentation assignments ask you to reflect on your practice on the course while others are more academically focused and require you to engage in rigorous research.

Learning and Teaching

Teaching

BIMM Institute encourages its staff to employ a wide range of learning and teaching techniques. We provide training for new staff and many of our tutors are qualified teachers as well as industry professionals.

Most lessons will be in classes of 10-25 students however this will depend on the number of students that apply for a course and the resources that are available at the BIMM Institute College you are applying to.

There are some larger lectures for bigger modules which are shared across multiple courses. These classes are delivered in a more traditional university lecture style to large groups of students.

For more detail on the learning and teaching methods BIMM Institute employs please see our [Learning and Teaching Strategy](#).

Self-directed study

All courses at BIMM Institute have self-directed study hours associated with them. During this time, you are expected to be engaging in appropriate learning activities for your course. This could include practicing your instrument, conducting research, writing assignments and preparing for upcoming classes.

Formative Assessment

BIMM Institute has a number of mechanisms for formative assessment which allow you to gain feedback before the final exam or coursework deadline.

Many modules have formative assignments built into them. In some cases, these are ungraded and are there purely so you can improve your final submission. Some modules use graded formative assessment, in these cases the formative assessment is only worth a small percentage of your final mark.

In-class activities are also used as an opportunity to provide feedback to students. During lessons, there are often opportunities to receive feedback from peers as well as the lecturers and some lessons are heavily focused toward providing students who perform or present their work with feedback to help them improve.

Students can also take advantage of BIMM Institute's tutorial system to gain additional feedback. The tutorial system allows you to book 1 to 1 sessions with lecturers. You can use these sessions to gain specific feedback on any aspect of your work.

Work-based Learning

Every undergraduate student at BIMM has the option to choose a placement module called *Working in the Creative Industries* as part of their course. This will require you to undertake at least 30 hours of work-based learning.

Whatever your chosen path, the Careers Team will help you to explore, research and secure a placement, or develop your own entrepreneurial project.

If you choose a placement that is not local, you may incur travel costs. Most internships in the music industry are unpaid but you may be able to negotiate the paying of travel expenses.

Staff

BIMM Institute is proud of its long history of employing music industry professionals to teach at all our colleges. We believe that through this practice we provide the best opportunities to our students to learn from lecturers who understand their goals and have the knowledge and experience necessary to help make them a reality.

More information can be found regarding our lecturers on our [staff page](#).

Unfortunately, BMM cannot guarantee which lecturer will be teaching on individual modules as this will depend on lecturer availability and when classes are timetabled.

Sometimes lecturers are granted leave to engage in industry activities such as going on tour, conducting research or other professional development activities. This is vital to ensure that our lecturers can give students the most current information, and share recent experiences, regarding a music industry that is constantly evolving and expanding into new areas.

Whenever a lecturer goes on leave, whether it is due to industry activities or unavoidable factors such as illness or maternity leave, BIMM Institute endeavours to ensure that lessons are covered by an industry professional with relevant experience in the subject. Through this practice, we aim to provide high quality learning opportunities throughout your course of study at BIMM Institute.

Language

All qualifications at BIMM Institute are taught and assessed in English.

Costs

Tuition fees

Accurate tuition fees information can be found on our [finance page](#).

Proof of Student Loan or other funding body's acceptance of funding for the tuition fees, together with extent of funding provided must be received by BIMM Institute on or before 15th August. If such funding does not cover the full cost of your course of study a payment for the outstanding amount must be received by 15th August.

If you do not intend to apply for or are not eligible for a student loan/grant fees must be paid in full by 15th August.

Payment can be paid via debit/credit card at www.bimm.co.uk/pay or via bank transfer.

Any queries related to finance can be directed towards Financeenquiries@bimm.co.uk.

Additional Costs

Students who are thinking of applying to BIMM Institute should read the [Essential Equipment](#) guide which outlines what is required to successfully study at BIMM Institute.

Most BIMM Institute Colleges provide a limited number of rehearsal rooms, and free access to rehearsal facilities in local venues. Unfortunately these can become fully booked at peak times and, at some colleges, are not available outside BIMM Institute opening hours. Depending on when you want to rehearse and the frequency with which you want to rehearse you may need to pay for private rehearsal space.

Accommodation and Living Costs

Information about accommodation and living cost at each BIMM Institute college can be found on the [Essential Documents](#) page.

Disabled Access

BIMM Institute Birmingham

All teaching buildings at BIMM Institute Birmingham are wheelchair accessible.

BIMM Institute Brighton

At BIMM Institute Brighton the majority of teaching buildings are wheelchair accessible. However, our BIMM Institute East building is currently not wheelchair accessible, this mainly affects Music Production courses. If you require wheelchair access every effort will be made to arrange different rooms that are accessible.

BIMM Institute Bristol

All teaching buildings at BIMM Institute Bristol are wheelchair accessible, however some classrooms are not accessible, students who wish to study either Professional Musicianship (Drums) or Music Production are advised to apply to a different BIMM Institute college if they require wheelchair access.

BIMM Institute London

The main teaching building at BIMM Institute London is wheelchair accessible. Our smaller second building offers full access to the student café – however, a small number of tutorial and lecture rooms are not wheelchair accessible. If you require wheelchair access every effort will be made to arrange different rooms that are accessible.

BIMM Institute Manchester

All teaching buildings at BIMM Institute Manchester are wheelchair accessible.

For more information and details of how to apply for support please see our [student disability guides](#).