

Module Specification

Module Title: Professional Studies – Concerts and Touring

Module code:	HBASHR027	NQF level:	Level 5
Credit value:	20 credits	Semester of study:	1 and 2
Applicable pathways:	Business, Classical, Film Music, Folk, Jazz, Popular, Production and Songwriting	Pre-requisites:	None

Module overview

This module delivers essential knowledge needed to plan a tour. The module is not genre specific and as an optional module will appeal to the interests of all students undertaking the BA (Hons) Music programme. Content addresses human and physical resources along with strategies that inform a tour plan including ticket pricing, distribution and advertising sponsorships. Students will consider:

- Management duties and obligations including building the live team (Local to International) what to expect and key issues to be aware of;
- Booking agencies; festival and concert promotion: traditional relationships and new partnerships;
- Media rights, brands, new and existing revenue streams / opportunities;
- Budgeting, negotiation and cash flow: key issues, terminology;
- Tour and production management: documentation, logistics and predictable problems;
- Marketing deals and agreements: key terms and conditions, implications and issues in all relevant contracts / agreements;
- Business aspects of producing and promoting shows examining competition, population, guarantees and percentage splits,, advertising budgets, production costs, sponsorships, rental agreements, security, concessions, tour packages, and promoter-owned venues;
- Managing and producing a successful tour, focusing on a tour theme and marketing plan, routing, itineraries, riders, offers, contracts, subcontractors, show and tour personnel, merchandising, sponsorships, day-of-show, and show settlements.

Aims

This optional module develops skills and understandings that are required to create a tour plan with reference to important legal frameworks and approaches to management. It forms part of the programme's professional studies strand and its commitment to enhancing employment opportunities.

The module aims to:

1. Develop a secure foundation in the understanding of Concerts and Touring that is applicable for all genres of music (e.g. classical, jazz and popular music) as a developing area of commerce and employability within national and international music industries.
2. Encourage students to develop entrepreneurial skills.
3. Introduce key aspects of the law and management of live music events, merchandising and music venue management.

Learning outcomes

On successful completion of this module, students will be able to:

1. Investigate and identify key operations, players and best practice within the sectors of venue, booking, agency and promotion management and professionals in popular music genres.
2. Construct appropriate marketing, budgeting and other relevant tour schedules and plans, based on market research.
3. Apply the knowledge of the fundamental legal requirements of the sector.
4. Create hypothetical business deals in merchandising, sponsorship, and/or licensing promotion.

Learning and teaching methods

The module will be delivered through a lecture and seminar series.

Lectures are used for the effective delivery of key subject areas as outlined in the indicative content.

Seminars will be used to promote discussion in order to evaluate and critically appraise what has been covered in the lectures. Seminars are essential for peer discussion so that students can synthesis information and consider how such information can be used creatively for effective learning. Examples include the analysis of case studies and their successes and approaches to planning.

Contact hours and directed study (over semesters 1 and 2)

Delivery type	Student hours
Indicative hours for learning and teaching activities	30 hours
Indicative hours of directed study	170 hours
Total hours (100hrs per 10 credits)	200 hours

Opportunities for formative feedback

Student will receive formative assessment during seminar sessions.

Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Case study (Tour Manager and Promoter)	2000 words	50%	1, 3, 4
Tour Plan and Commentary	2000 words	50%	2

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Case study (Tour Manager and Promoter)	2000 words	50%	1, 3, 4
Tour Plan and Commentary	2000 words	50%	2

Indicative Reading List

- Atkins, M. (2007) Tour: smart: and break the band. Soluble LLC.
- Kemp, C. (2010) Case Studies in Crowd Management. Security and Business Continuity. Entertainment Technology Press.
- Music Managers Forum (MMF). (2003) The Music Management Bible, SMT, London.
- Passman D. (2010) All you need to know about the Music Business
- Revised and Updated Fifth Edition. Penguin Books.
- The Music Industry Handbook. Routledge.
- Shagan, R. (1996) Booking & Tour Management for the Performing Arts. New York: Allworth Press.
- Vasey, J. (1997) Concert Tour Production Management. Focal Press.
- Barrow, T and Newby, J. (1995) Inside the Music Business. Blueprint Publications.
- Baskerville D. (1995) Music Industry Handbook. Sage Publications.

Journals

- The Economist
- The Stage
- Screen International
- Broadcast