

BA (Hons)

Commercial Music



PRODUCING THE SOUNDTRACK TO SUCCESS

REINVENT THE MUSIC INDUSTRY

Our course is designed to provide modern music professionals and creative entrepreneurs with the expertise and experience of LCCM. Whether you're a solo artist, producer, hands-on A&R professional, or creative entrepreneur, this course will help you acquire essential knowledge and skills in the recording and release of contemporary music.

With a focus on both the creative and business aspects of the music industry, our course is tailored to meet the needs of all types of music professionals and entrepreneurs.

INTEGRATED FOUNDATION YEAR

Our integrated foundation year in Commercial Music (Year 0), when taken as part of the 4-year degree, is designed for candidates just starting in their musical journeys, ideally with a couple of music productions, events or relevant qualifications under their belt. Core modules in academic skills and an introduction to music technology and copyright

law will ensure you are ready to continue your studies at Level 4 and throughout the rest of the degree. This is a good opportunity to try out optional modules in performance, recording, music theory or music marketing and find the right fit for you.

COURSE OVERVIEW

LCCM's new BA (Hons) Commercial Music provides a comprehensive but customisable award for Commercial Music students, modern music professionals with optional pathways suited to solo vocalists and rappers, electronic and hip-hop producers, ambitious DIY artists, hands-on A&R or executive producers, on music theory and traditional instrumentation.

The programme combines core and optional modules that are almost all cross-programme enabling students to meet and collaborate with peers on the other music and music business programmes at LCCM.

LEARNING OUTCOMES:

→ Knowledge & Understanding

- **Culture & context:**
Identify opportunities through investigation into new and existing cultural trends, genres and consumer needs
- **Industry know-how:**
Design innovative and effective solutions to meet current or future opportunities in the music and entertainment industry, respecting any intellectual property rights and securing appropriate commercial terms

→ Cognitive Skills

- **Evaluation:**
Integrate advanced skills, techniques and procedures in a range of tasks
- **Analysis:**
Evidence the viability or suitability of your insights and solutions through critical reflection and systematic appraisal of a wide range of sources or body of evidence

→ Practical Skills

- **Research:**
Defend creative or business decisions using appropriate primary and secondary sources and academic conventions
- **Communication:**
Inspire your audience with elegant, original and convincing delivery to captivate their attention

→ Key Life Skills

- **Professionalism:**
Evaluate industry standards in the context of innovative practice, opportunity and mutually beneficial relationships
- **Plan:**
Create strategies for success within the context of an unpredictable market and profession, where goals and deadlines can demand revision and flexibility



KEY FACTS

Institution code:

L83

UCAS code:

Y310

Credits:

360

480 (with Integrated Foundation Year)

Age:

18 years

Study mode:

Full Time/Part Time
Accelerated mode
available
June 2024
subject to validation

Duration:

FT: 3 years; PT: 6 years
With Integrated
Foundation Year
FT: 4 years;

Accelerated mode
2 years, available
June 2024
subject to validation

Funding:

SFE Funding available

Start date:

June | September 2023

Fees:

£9,250 per year

CertHE

FT: 1 year

COURSE STRUCTURE:

FOUNDATION YEAR

Optional Modules

- Essential Study Skills & Academic Writing
- Filesharing, Fisticuffs & the Philosophy of Copyright
- Music Industry Language & Tech
- Digital Audio Workstations
- Introducing Studio Craft
- Music Business Studies
- Instrumental & Ensemble Skills 1
- Instrumental & Ensemble Skills 2
- Social Media Stories
- Establishing a Web Presence
- Foundation Music Theory 1
- Foundation Music Theory 2

YEAR 1

Compulsory Modules

- Music Industry Landscape
- History of Pop: Cultural Context
- Music Programming (Semester 2)

Optional Modules

- Vocal Performance: Technical & Group Harmony (Semester 1)
- Music Programming (Semester 1)
- The Streaming Economy
- Songwriting & Collaborative Practice
- Music Industry News
- Digital Trends
- History of Pop: Crate Digging
- Mix Concepts
- Artist Development
- Rights & Royalties: Labels & Publishing
- Vocal Performance: Band & Harmony Performance (Semester 2)

YEAR 2

Compulsory Modules

- Artist Branding & Audience Development

Optional Modules

- Entertainment Law & Litigation
- Vocal Performance: Musical Identity
- Songwriting & Vocal Performance
- Music Programming: Sound Design
- Audio Mastering
- Ticketing & Touring
- Online Exploitation & Royalty Collection
- Music Programming: Contemporary Electronica
- Growth Hacking
- Live Sound
- International Exploitation & Royalty Collection

YEAR 3

Compulsory Modules

- Semester 1
Artist Management Project
or
The Professional Performer
- Semester 2
Business Project
or
Professional Portfolio

Optional Modules

- Professional Identity
- Composing for Media (Broadcast)
- Entertainment Science
- Content Creation & Livestreaming
- Composing for Media (Film)
- Data Insights & Communication

ENTRY REQUIREMENTS:

LEVEL 4 ENTRY (3 YEAR DEGREE/2 YEAR ACCELERATED OR CertHE)

- 96 UCAS points from accepted Level 3 qualifications or equivalent experience
- 4 GCSEs grade C/4 including English or equivalent (e.g. Functional Skills)
- Successful audition and interview
- In addition to your application, entry into the programme will be determined by your audition and interview. All applicants meeting the minimum entry requirements and whose application demonstrates the capability to complete this programme will be offered an audition

FOUNDATION YEAR ENTRY (4 YEAR DEGREE/3 YEAR ACCELERATED)

- 48 UCAS points from accepted Level 3 qualifications or equivalent experience
- 4 GCSEs grade C/4 including English or equivalent (e.g. Functional Skills)
- Successful audition and interview
- In addition to your application, entry into the programme will be determined by your audition and interview. All applicants meeting the minimum entry requirements and whose application demonstrates the capability to complete this programme will be offered an audition
- Please click [here](#) to see the Audition Guidelines document for this programme



YOUR CAREER PATHS

--> Music Industry Careers

- Artist or Performer
- Producer
- A&R/Production Manager
- Creative business owner
- Songwriter
- Programmer
- Event manager
- Executive, Manager, Administrator, Officer in the music or wider entertainment industry

--> Other Careers

- Digital Marketing
- Executive, Manager, Administrator, Officers in any business
- Project Manager

ACADEMIC PARTNER

This course is validated by:



CONTACT

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**DEFINE
YOUR
MUSIC
CAREER**

A large graphic where the words 'DEFINE YOUR MUSIC CAREER' are written in a bold, black, sans-serif font. The letters are filled with a photograph of a woman with long brown hair, wearing glasses and a red top, singing into a silver microphone. The background of the entire page is a solid blue color.