

Statement of Purpose

601/0261/5 – Pearson BTEC Level 1/Level 2 First Diploma in Music

Who is the qualification for?

This qualification is intended as a Substantial Vocational Qualification at level 2 (480 GLH) designed for post-16 students working at that level who want to progress to employment or self-employment in the music industry. It allows students to specialise through the provision of a broad range of optional specialist units. It provides a comprehensive and challenging programme of study that will prepare students for progression to employment, self-employment or progress within employment, in a wide range of job roles across the music industry, for example runner, roadie (backline technical support), stage crew, venue staff, music promotion, and retail and sales roles.

It incorporates the study of the music industry and product management as well as a requirement for students to develop their musical and research skills. The qualification instils an entrepreneurial approach that reflects the business skills and problem solving required by the industry.

What does this qualification cover?

All the content of the qualification, mandatory and optional, relates directly to the skills, knowledge and understanding needed to work in the music sector. It focuses on the key themes from across the music sector, including performance, sequencing, recording, live sound and composition with an emphasis on the professional skills required by the industry. The qualification consists of six compulsory units, making up 50% of the qualification. A further four units are chosen from two specified groups of units allowing students to broaden and deepen their understanding of the sector.

Compulsory units 1, 2 and 28 work in partnership to support the basic knowledge and understanding of music as a business, as well as to provide a context for students' practical and entrepreneurial work.

- Unit 1 'The Music Industry' reflects the breadth of the industry; it is externally assessed. This unit covers the fundamental knowledge and understanding of music industry organisations and the roles and responsibilities of those that work within them. The unit looks at the variety of musical activity from small to arena sized venues as well as exploring the range of activity that happens within and around live and recorded music.
- Unit 2 'Managing a Music Product' requires students to plan, develop and deliver a music product, requiring them to undertake basic business planning activities, research and marketing as well as the promotion and running of an event or launch of a product. It is internally assessed.
- Unit 28 'Professional Skills in Music' requires students to exemplify the behaviour and approaches required for professional employment within the music industry. It requires students to manage themselves and demonstrate their approaches to work and professionalism. It is internally assessed.

The further compulsory units extend and develop the students' musical and entrepreneurial aspects by developing their musical language and requiring them to consider their own skills for a personal showcase.

- Unit 8 'Music and Production Analysis' develops the musical ear and language by introducing the student to musical examples and discussions which is measured through an external written examination.
- Unit 16 'Music Showcase' requires the student to consider and develop their own skills for a personal showcase event such as a performance, or technical presentation.
- Unit 17 'Research a Music Topic' requires students to develop their research and research presentation skills that are required for employment or progression to level 3.

The optional units enable students to develop an appreciation of two of the music industry's sub-sectors as well as showing their commitment to the subject by exploring in depth three areas and aspects of their musical life. Students learn the fundamentals behind the creative, technical or performance elements of the music industry, extending and challenging their innovative abilities, knowledge or musicality.

This qualification provides a core programme of study through the compulsory units, which develop the knowledge, skills and understanding that are relevant to the sector as a whole. This will develop the knowledge of employment, self-employment and the entrepreneurial behaviours required in the context of the music industry, and delivering a music product. The sector-specific knowledge and skills will support progression to a level 3 technical level music or music technology qualification or an apprenticeship.

Students will also develop transferable technical and practical skills in communication (including analytical writing skills), research and project management (providing an opportunity for them to demonstrate reflective practice by suggesting alternative approaches to a problem and not simply stopping at the first hurdle), working in a team, taking and giving direction, negotiation and delegation. All of these are crucially required in the music industry and in level 3 or higher music qualifications, as well as being valuable in support of progression to any level 3 course.

What could this qualification lead to?

Achievement of this qualification at level 2 will enable students to progress directly into employment, into apprenticeships such as the creative apprenticeship, or to further study at Level 3. It also crucially prepares students for entrepreneurial self-employment in the music industry, which is a ubiquitous working pattern for the music industry at level 2.

Employment opportunities include a wide range of job roles across the music industry, for example runner, roadie (backline technical support), stage crew, venue staff, music promotion, and retail and sales roles. Self-employment opportunities include, performer, composer, DJ, fixer, manager, promoter, roles within marketing and promotion and social media etc.

Apprenticeships include the Music Business Advanced Level Apprenticeship, where there are several types of roles available. Apprentices will train as Artists & Repertoire (A&R), Music Publishing Assistants, Radio Pluggers, Marketing/Promotions Assistants or Assistant Publicists. For example a Music Publishing Assistant will understand the registration process and register musical works for publishing and copyright compliance and contribute to the preparation and management of artist agreements and contracts. Other relevant apprenticeships include Sound Recording, Engineering and Studio Facilities, or Live Events and Promotion.

Further study of a Tech Level qualification such as a BTEC Diploma or Extended Diploma in Music Technology could allow students to enter employment at a higher level.

This qualification is part of a larger suite of BTEC Music qualifications

The BTEC Level 1/Level 2 First Diploma is 480 GLH, and broadly equivalent to four GCSEs. The BTEC Level 1/Level 2 First Extended Certificate, at 360 GLH, is also available.

Students might choose the BTEC Level 1/Level 2 Diploma rather than the BTEC Level 1/Level 2 Extended Certificate because it provides additional opportunities for specialisation into the professional skills required for self-employment, including the networking and personal reflection familiar for particular job-roles and activities in the industry. Its larger size also gives the opportunity to prepare for a greater number of employment areas, which will increase the range of roles for which students might apply.

The BTEC Level 1/Level 2 First Award and Certificate have been designed for 14-16 year olds and are intended for delivery within a broad curriculum offer. These qualifications are not intended for post-16 students.

Who supports this qualification?

This qualification is supported by the following professional bodies:

- ISM, The Incorporated Society of Musicians
- JAMES, Joint Audio Media Education Support

Further information

Further information on the qualification can be accessed at <http://qualifications.pearson.com/en/qualifications/btec-firsts/music-2013-nqf.html>.