

# BA (Hons) Commercial Music

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Music and Performing Arts
Main campus	Newton Park
Other sites of delivery	N/A
Other Schools involved in delivery	N/A
Name of award(s)	Commercial Music
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	Yes
Duration of award	3 years full-time 6 years part time
Modes of delivery offered	Campus-based
Regulatory Scheme <sup>[1]</sup>	Undergraduate Academic Framework
Exemptions from regulations/framework <sup>[2]</sup>	N/A
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A

Renewal of PSRB approval due (month and year)	N/A
UCAS code	W304
Route code (SITS)	CMUSSPS
Relevant QAA Subject Benchmark Statements (including date of publication)	Music 2016
Date of most recent approval	April 2018
Date specification last updated	February 2025

<sup>[1]</sup> This should also be read in conjunction with the University's Qualifications Framework

<sup>[2]</sup> See section on 'Exemptions'

## Exemptions

There are no exemptions

## Programme Overview

BA (Hons) Commercial Music is a vocational programme that focuses on original creativity, enterprise and promotion skills. The heart of the course ethos is to promote and expand your creativity, while embedding a range of diverse yet complementary skills.

Alongside traditional skills in contemporary music, such as song writing, studio production, arrangement and performance, the programme embeds complementary skills such as video production, digital marketing, business creativity and visual design within the programme. These skills are transferrable, enabling you to promote your own creative work while providing you with the necessary tools to compete in a digitally literate and highly competitive employment market. BA (Hons) Commercial Music graduates are well equipped to sustain a portfolio career in a rapidly evolving and changing creative sector.

BA (Hons) Commercial Music acknowledges the interdisciplinary nature of contemporary creativity. Our modules promote a deep understanding of the relationship between sound and vision through practical work, underpinned by a theoretical framework. The course engenders the seamless integration of visual and sonic materials to reflect the way music is presented and consumed in the modern industry. You apply this knowledge in your creative products thereby maximising your potential impact and commercial appeal.

The teaching, research and industry profiles of the tutors link to each other: this anchors the programme in current industry practice and ensures that teaching is always relevant. You are taught by tutors who understand both the creative and entrepreneurial processes of commercial music.

This ambitious programme links your activity to real-world experiences. Clear examples of this ethos are some of the feature elements of this course, such as the opportunity to take part in 'real world activities' such as the national tour or a business internship at level 5 and the entrepreneurial business project at level 6. Collaboration with students

from partner programmes such as Acting, Theatre and Digital Production and Film, TV and Digital Production enriches your experience even further.

## Programme Aims [↗](#)

1. To provide an environment and pedagogical approach where original creativity can develop and thrive
2. To promote collaborative working which relates to the current professional practices of the music/creative industries
3. To engender an ethos of entrepreneurialism and enterprise into all practical activities
4. To provide a range of digital skills to maximise learners' employability and ability to work across and combine a diverse range of specialisms
5. To promote a culture of 'no boundaries' regarding the integration of music with other disciplines
6. To develop critical thinking and research skills which contextualise and inform the learners' creative practice and approach to lifelong learning
7. To broaden the outlook of students to include international perspectives, the interrelationship of music with other disciplines and cultural, ideological and sociological issues relating to Commercial Music
8. To provide a teaching programme and practical environment that meets the standards and professional working practices of the current music industry

## Programme Intended Learning Outcomes (ILOs) [↗](#)

### A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	The ability to create original music with a systematic understanding of targeted commercial appeal	The ability to create original music with critical understanding of a targeted commercial appeal	The ability to create original music demonstrating an understanding of commercial appeal
A2	The ability to critically evaluate and solve complex challenges when working in a creative team setting	The demonstration of problem solving skills relating to collaborative working practice	The ability to apply skills and knowledge of underlying principles to recognize problems within a collaborative project

A3	The application and critical evaluation of creative outputs that are industry informed, either as a live performance or recorded production	The ability to present and analyse creative outputs either as a live performance or recorded production	The ability to present creative outputs either as a live performance or recorded production
A4	Focused application of a range of digital web-based marketing strategies to promote and market creative outputs effectively	The application of a range of digital web-based marketing strategies to promote and market creative outputs effectively	Underlying knowledge of the role of digital web-based marketing strategies to promote and market creative outputs
A5	Consolidated knowledge of a broad range of music business practice in the UK and the wider global music industry	Knowledge and critical understanding of current music business practice in the UK and the wider global music industry	Knowledge of the underlying structures of current music business practice in the UK
A6	The application of interdisciplinary approaches to practice in order to present musical outputs alongside visual and literary materials in a commercially effective way	Application of interdisciplinary approaches to practice (underpinned by theoretical knowledge) to present musical outputs alongside visual and literary materials in a commercially effective way	Knowledge of the importance of interdisciplinary approaches to practice in the music industry
A7	The ability to apply and critically evaluate a broad range of entrepreneurial skills, which enable the potential monetisation of creative outputs	Sound understanding of entrepreneurial skills, enabling the potential monetisation of creative outputs	Understanding of the importance of self-directed entrepreneurial skills in building a successful music career

#### B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	Systematic application of analytical, critical and reflective skills to your practice and that of others	Application of analytical, critical and reflective skills to your practice and that of others	An awareness of the importance of critical and reflective skills in your practice and that of others

B2	Coherent and detailed knowledge of a range of research techniques applicable to the study of current philosophical, ideological and sociological issues relating to the global music industry	Knowledge of a range of research techniques applicable to the study of current philosophical, ideological and sociological issues relating to the global music industry	A knowledge of the role of research applicable to the study of current philosophical, ideological and sociological issues relating to the global music industry
B3	The synthesis of complex information from a range of disciplines to communicate original thought and ideas applicable to your practice	The synthesis of complex information from a range of disciplines to communicate original thought and ideas applicable to your practice	An awareness of interdisciplinary approaches applicable to your practice and that of others
B4	The ability to deal with complex issues in a systematic and creative manner, make sound judgments and communicate your conclusions clearly to specialist and non-specialist audiences	The ability to deal with problems in a creative manner, make sound judgments and communicate effectively to specialist and non-specialist audiences	The ability to evaluate approaches to problems and to communicate these accurately and reliably

#### C Skills for Life and Work

	<b>On achieving Level 6 you will be able to:</b>	<b>On achieving Level 5 you will be able to:</b>	<b>On achieving Level 4 you will be able to:</b>
C1	<b>Work Independently</b> Exercise initiative, independence and personal responsibility to manage your own learning and time.	<b>Work Independently</b> Exercise independence and personal responsibility to manage your own learning and time.	<b>Work Independently</b> Manage your own learning and time.
C2	<b>Work with Others</b> Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	<b>Work with Others</b> Work collaboratively with others to achieve individual and common goals, solve problems creatively.	<b>Work with Others</b> Work collaboratively with others.

C3	<b>Communicate with Impact</b>  Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	<b>Communicate with Impact</b>  Communicate clearly and effectively with others.	<b>Communicate with Impact</b>  Communicate accurately and reliably with others.
C4	<b>Demonstrate Digital Fluency</b>  Use digital skills productively, critically and ethically to enhance creativity and communication.	<b>Demonstrate Digital Fluency</b>  Use digital skills productively, critically and ethically.	<b>Demonstrate Digital Fluency</b>  Use digital skills productively.

[3] i.e. the ability to review, direct and manage one's own workload

## Programme Content [↗](#)

This programme comprises the following modules

### Key:

Core = C

Required = R

Required\* = R\*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

### Subject offered as single award

BA (Hons) Commercial Music				Status	
Level	Code	Title	Credits	Single	Joint
4	CMU4000-20	Songwriting	20	C	
4	CMU4001-20	Composing with Technology	20	C	

4	CMU4002-20	Performance (Collaborative)	20	C	
4	CMU4006-20	Introduction to the Music Business	20	C	
4	CMU4004-20	Commercial Music Studio Production	20	C	
4	CMU4005-20	Performance (Projects)	20	C	
5	CMU5000-20	Brand, Identity and Promotion	20	C	
5	CMT5005-20	Audio Visual Practice	20	C	
5	CMU5001-20	Song Production	20	C	
5	CMU5102-20	Audio Visual Identity	20	O	
5	CMU5002-20	Music Think Tank	20	C	
5	CMU5003-20	'Going Live' (Tour and Events)	20	R*	
5	CMU5101-20	Working in the Music Industry	20	R*	
5	CMU5103-20	Creative Composition	20	O	
5	MUS5208-20	Music Orchestration and Arranging	20	O	
5	PPY5100-120	Professional Placement Year	120	O	
6	CMU6001-20	Professional Musician	20	R*	
6	CMU6005-40	Professional Portfolio	20	C	
6	CMU6003-20	Commercial Music Research: Planning and Methods	20	C	
6	CMU6100-20	Commercial Music Research: Writing and Revision	20	R*	
6	CMU6004-20	Music, Money and Enterprise 1	20	C	

6	CMU6101-20	Music, Money and Enterprise 2	20	R*	
6	CMU6102-20	Live Music TV Show	20	O	
6	CMT6100-20	Composition for Media	20	R*	
6	CMT6103-20	AudioVisual Performance	20	O	

Students must only take one of the R\* modules at level 5 and two of the R\* modules at level 6 (one per semester).

## Assessment methods [↗](#)

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map, which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

## Work experience and placement opportunities [↗](#)

Along with other vocational programmes within the Field of Writing and Performance, level 6 of BA Commercial music simulates a workplace environment. Students who do not wish to take part in 'Going Live' module will be able to the level 5 Work Placement module offered by Business and Management. This programme can also be taken as a 'Sandwich' degree, which is studied over 4 years and includes a year-long work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

## Additional Costs Table [↗](#)

Module Code & Title	Type of Cost	Cost

## Graduate Attributes [↗](#)

	Bath Spa Graduates...	In Commercial Music, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	By embedding transferrable skills, collaborative practice and community engagement within a diverse range of activities.
2	Will be able to understand and manage complexity, diversity and change	By engaging in ambitious project based activities, which promote problem solving and a flexible approach in their creative realisation.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	By engaging in a range of activities and projects that embed interdisciplinary activities. By underpinning these practical activities with an understanding of interdisciplinary theories and concepts.
4	Will be digitally literate: able to work at the interface of creativity and technology	By embedding technology and digital skills in all modules and activities.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	By asking students to work across cultural divisions, with practitioners and colleagues who offer global perspectives and through collaborations with international partners.
6	Will be creative thinkers, doers and makers	By focusing on and promoting the value of original content/intellectual property within the programme.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	By embedding a culture of rigorous critical reflection within all modules. This will be achieved through a variety of means such as written reflective commentaries and peer review.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	By encouraging students to work across cultural divisions, with practitioners and colleagues who offer global perspectives

## Modifications

### Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
MUS5004-20	Composition 4	Module deleted	approved by BSMPA SQMC 18th November 2019	2020/21
CMT5101-20	Composition 4	New Module Code	approved by BSMPA SQMC 8th February 2021	2020/21
CMU5100-20	Visual Performance and Identity	Module deleted	approved by BSMPA SQMC 19th November 2020	2021/22
CMU5102-20	Audio Visual Identity	New module	approved by BSMPA SQMC 19th November 2020	2021/22
CMU4003-20	Culture, Context and Criticism in Popular Music	Deleted module	approved by BSMPA SQMC 19th November 2020	2021/22
CMU4006-20	Introduction to the Music Business	New module	approved by BSMPA SQMC 19th November 2020	2021/22
CMT5101-20	Composition 4	Deleted module	approved by BSMPA SQMC 19th November 2020	2021/22
CMU5103-20	Creative Composition	New module	approved by BSMPA SQMC 19th November 2020	2021/22
CMU4000-20	Songwriting	Change to assessment	approved by BSMPA SQMC 19th November 2020	2021/22
CMU4001-20	Composing with Technology	Change to assessment	approved by BSMPA SQMC 19th November 2020	2021/22
CMU5001-20	Song Production	Change to assessment	approved by BSMPA SQMC 19th November 2020	2021/22
MUS5208-20	Music Orchestration and Arranging	New module	approved by BSMPA SQMC 18th May 2021	2020/21

#### Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
BMA5120-20 Work placement Optional module deleted	Curriculum Approval Panel December 2024	September 2025

CMT5004-20 Music Video Production renamed to CMT5005-20 Audio Visual Practice	Curriculum Approval Panel December 2024	September 2025
CMU6000-20 Professional Portfolio (Development) Core module deleted	Curriculum Approval Panel December 2024	September 2025
CMU6002-20 Professional Portfolio (Presentation) Core module deleted	Curriculum Approval Panel December 2024	September 2025
CMT6100-20 Composition for Media Required* module deleted	Curriculum Approval Panel December 2024	September 2025
CMU6102-20 Live Music TV Show Optional module deleted	Curriculum Approval Panel December 2024	September 2025
CMU6001-20 Professional Musician Required* Module deleted	Curriculum Approval Panel December 2024	September 2025
CMU6005-40 Professional Portfolio (Presentation) Core module added	Curriculum Approval Panel December 2024	September 2025

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

## Appendix 1: Programme Structure Diagram - BA (Hons) Commercial Music

Full-Time	
Level 4	
Semester 1	Semester 2
Core Modules	
CMU4000-20 Songwriting	CMU4006-20 Introduction to the Music Business (C)
CMU4001-20 Composing with Technology	CMU4004-20 Commercial Music Studio Production (C)
CMU4002-20 Performance (Collaborative)	CMU4005-20 Performance (Projects) (C)
Level 5	
Core Modules	

CMU5000-20 Brand, Identity and Promotion	CMU5002-20 Music Think Tank (C)
CMU5001-20 Song Production	
CMT5005-20 Audio Visual Practice	
<b>Required* Modules</b>	
	CMU5003-20 'Going Live' (Tour and Events)
	CMU5101-20 Working in the Music Industry
<b>Optional Modules</b>	
	CMU5102-20 Audio Visual Identity
	CMU5103-20 Creative Composition
	MUS5208-20 Music Orchestration and Arranging
Optional: PPY5100-120 Professional Placement Year	
<b>Level 6</b>	
<b>Core Modules</b>	
CMU6004-20 Music, Money and Enterprise 1	
CMU6003-20 Commercial Music Research - Planning and Methods	
CMU6005-40 Professional Portfolio	
<b>Required* Modules</b>	
	CMU6101-20 Music, Money and Enterprise 2
	CMU6100-20 Commercial Music Research - Writing and Revision
<b>Optional Modules</b>	
	CMT6103-20 Audio Visual Performance
<p><b>Rule Notes:</b> Each academic year should contain 120 credits and each Semester should contain 60 credits.</p> <p>At level 5 (semester 2) in addition to the core module Music Think Tank, students must choose one of the R* modules 'Going Live Tour and Events' or 'Working in the Music Industry'. They then have the option of taking either of the optional modules or elect to take 20 credits from an open module offered by another programme.</p> <p>At level 6 students must choose one of the R* modules in Semester 1. In Semester 2 they have the option to choose to take the second part of both the CM Research and Music, Money and Enterprise module, but they could also choose to take only one of these modules. In this case they would then take one of the optional modules or elect to take 20 credits from an open module offered by another programme.</p>	

## Appendix 2: Map of Intended Learning Outcomes [↗](#)

Level	Module Code	Module Title	Status (C,R*,O) [4]	Intended Learning Outcomes														
				Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4
4	CM U40 04-20	Commercial Music Studio Production	C	x	x	x			x	x	x	x	x	x	x	x	x	x
4	CM U40 01-20	Composing with Technology	C	x	x	x			x	x	x		x	x	x		x	x
4	CM U40 06-20	Introduction to the Music Business	C					x	x		x	x	x	x	x	x	x	
4	CM U40 00-20	Songwriting	C	x	x	x	x		x	x	x	x	x	x	x	x	x	x
4	CM U40 02-20	Performance (Collaborative)	C	x	x	x			x	x	x		x	x	x	x	x	x

4	CM U40 05- 20	Perf orm anc e (Pro ject s)	C	x	x	x		x	x	x	x		x	x	x	x	x	x
5	CM U50 00- 20	Bra nd, Ide ntit y and Pro mot ion	C		x		x	x	x	x	x	x	x	x	x	x	x	x
5	CM U50 02- 20	Mus ic Thi nk Tan k	C				x	x	x	x	x	x	x	x	x		x	x
5	CM U50 01- 20	Son g Pro duc tion	C	x	x	x			x	x	x	x	x	x	x	x	x	x
5	CM U51 01- 20	Wor kin g in the Mus ic Ind ustr y	R*		x	x	x	x		x	x	x	x	x	x	x	x	x
5	CM U51 02- 20	Aud io Visu al Ide ntit y	O		x	x	x	x	x	x	x	x	x	x	x	x	x	x
5	CM U50 03- 20	'Goi ng Live ' (Tou r and Eve nts)	R*	x	x	x	x	x		x	x	x	x	x	x	x	x	x

5	CM U51 03- 20	Cre ativ e Co mp osi ti on	O	x	x	x			x				x	x	x	x		x
5	CM T50 05- 20	Aud io Visu al Pra ctic e	C	x	x	x	x		x		x		x	x	x	x	x	x
5	MU S52 08- 20	Mus ic Orc hes trati on and Arra ngi ng	O	x	x	x		x	x	x	x		x	x	x	x	x	x
5	PPY 510 0- 120	Prof essi ona l Plac em ent Year	O					x		x	x	x	x	x	x	x	x	x
6	CM U60 05- 40	Prof essi ona l Port foli o	C	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

6	CM U60 03- 20	Co mm erci al Mus ic Res ear ch: Pla nni ng and Met hod s	C						x		x	x	x	x	x	x	x	x
6	CM U60 04- 20	Mus ic, Mon ey and Ent erpr ise 1	C		x		x	x	x	x	x	x	x	x	x	x	x	x
6	CM U61 01- 20	Mus ic, Mon ey and Ent erpr ise 2	R*		x		x	x	x	x	x	x	x	x	x	x	x	x
6	CM U61 00- 20	Co mm erci al Mus ic Res ear ch: Writ ing and Rev isio n	R*						x		x	x	x	x	x	x	x	x

6	CM T61 03- 20	Aud io Visu al Perf orm anc e	O	x	x	x			x		x		x	x	x	x	x	x
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[4] C = Core; R = Required (ie required for this route); R\* = Required\*; O = Optional

### Appendix 3: Map of Summative Assessment Tasks by Module [🔗](#)

Le ve l	M od ul e Co de	M od ul e Tit le	St at us (C, R, R*, O ) [5]	Assessment method																		
				Coursework									Practical							Written Examination		
				Co m po sit ion	Di ss ert ati on	Es sa y	Wr itt en Co m m en tar y	Lit Se ar ch	Bl og	Por tfo lio	Pr oj ec t plan	Vi su al mat erials	To ur Re po rt	De ba te	Pr ac tic al proj ec t	Pe rfo rm ance	Vi deo	Re cord ed work	Pr es en tat ion	W eb sit e	Wr itt en Ex ami nation	In- cla ss test (s ee n)
4	C M U4 00 0- 20	So ng wr iti ng	C	x			x									x						

4	C M U4 00 1- 20	Co m po sin g wi th Te ch no lo gy	C	x			x									x				
4	C M U4 00 2- 20	Pe rfo rm an ce (C oll ab or ati ve )	C	x										x						
4	C M U4 00 6- 20	Int ro du cti on to th e M usi c Bu sin es s	C			x										x				

4	C M U4 00 4- 20	Co m er cia l M usi c St ud io Pr od uc tio n	C	x			x									x				
4	C M U4 00 5- 20	Pe rfo rm an ce (P roj ec ts)	C	x										x						
5	C M U5 00 0- 20	Br an d, Id en tit y an d Pr o m oti on	C							x								x		
5	C M U5 00 1- 20	So ng Pr od uc tio n	C							x										

5	C M U5 10 2- 20	Au di o Vi su al Id en tit y	O				x							x						
5	C M U5 00 2- 20	M usi c Th in k Ta nk	C					x												
5	C M U5 00 3- 20	'G oi ng Liv e' (To ur an d Ev en ts)	R*					x		x	x									
5	C M U5 10 1- 20	W or ki ng in th e M usi c In du str y	R*													x				

5	C M U5 10 3- 20	Cr ea tiv e Co m po sit io n	O	x																
5	C M T5 00 5- 20	Au di o Vi su al Pr ac tic e	C							x				x		x				
5	M US 52 08 -2 0	M usi c Or ch es tra tio n an d Ar ra ng in g	O							x										
5	PP Y5 10 0- 12 0	Pr of es sio na l Pl ac e m en t Ye ar	O							x	x									

6	C M U6 00 3- 20	Co m m er cia l M usi c Re se ar ch : Pl an ni ng an d M et ho ds	C				x										x			
6	C M U6 00 4- 20	M usi c, M on ey an d En ter pri se 1	C						x									x		
6	C M U6 10 1- 20	M usi c, M on ey an d En ter pri se 2	R*											x			x			

6	C M U6 10 0- 20	Co m m er cia l M usi c Re se ar ch : Wr iti ng an d Re vis io n	R*		x															
6	C M U6 00 5- 40	Pr of es sio na l Po rtf oli o	C						x					x		x	x	x		
6	C M T6 10 3- 20	Au di o Vi su al Pe rfo rm an ce	O					x					x							

[5] C = Core; R = Required (ie required for this route); R\* = Required\*; O = Optional