



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Self-Presentation/Marketing/Career Management				
Module Code	UATPB6-30-3	Level	3	Version	4
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE /Bristol Old Vic Theatre School	Field	Professional Acting		
Department	Arts and Cultural Industries	Module Type	Professional Practice		
Contributes towards	Awards up to BA Hons in Professional Acting				
Pre-requisites	All level 1 & 2 modules relevant to the above award	Co- requisites	None		
Excluded Combinations	Any Stage Management Modules.	Module Entry requirements	N/A		
First CAP Approval Date	07/10/2009	Valid from	September 2009		
Revision CAP Approval Date	20/05/2014	Valid from	September 2014		

Review Date	September 2020
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Part 2: Learning and Teaching	
Learning Outcomes	<p>All assessed under component A. On successful completion of this module students will be able to:</p> <p><u>Knowledge and Understanding</u></p> <ul style="list-style-type: none"> • Understand how to prepare and distribute an individual self-promotion campaign/package to inform all sections of the Industry of the existence of a new and exciting and highly-employable new talent in a clear and carefully-targeted manner; • Understand how to devise, update and maintain mailing and check-lists together with a database of directors, casting directors, producers, commissioning editors and upcoming projects/productions; • Understand the requirements of freelance engagements and the business and administrative implications of working as a self-employed actor.

	<p><u>Intellectual Skills</u></p> <ul style="list-style-type: none"> • Plan and construct a sound financial base to support the freedom to pursue personal ambition and development; • Research and devise a long-term (at least two-year) marketing and self-promotion strategy. <p><u>Subject / Practical Skills</u></p> <ul style="list-style-type: none"> • Present his or her individual talent and personality in a clear, lively and exciting manner, employing material suitable to present the individual for employment; • Compile a portfolio of material suitable for use by the individual student in all appropriate audition/interview/workshop situations involved with professional engagements; <p><u>Transferable Skills</u></p> <ul style="list-style-type: none"> • Deal clearly and firmly with agents and personal managers and other contractual negotiations; • Plan and undertake purposeful activity leading to potential employment.
Syllabus Outline	<p>The syllabus will cover the following areas:</p> <ul style="list-style-type: none"> • The selection of suitable material for the individual. • The adaptation of material from scenes into solo presentations. • The assembly and presentation of programmes of material appropriate to the particular audition/interview. • Sight-reading. • The personal appearance appropriate to the particular audition/interview. • Self-presentation - appropriate to particular potential employer. • Self-promotion. • The use of IT facilities for information gathering and self-promotion web site, internet and CD casting, preparation of material for printing in either disk or hard-copy form. • Basic understanding of systems, comparative costs and suitability of various methods of Printing and Reproduction.

	<ul style="list-style-type: none"> • Mailing Strategies - timing, appropriate approach. • Reference systems. • Use of trade periodicals, Spotlight Casting Directory, Casting. • Breakdown Services and other sources of production and casting/contact point information. • Adaptation and further development of self-promotion and marketing material for “beyond first job” scenario. • The function of and services provided by Equity Contractual terms, conditions, requirements and obligations. • Relationships with and responsibilities of Agents and Personal Managers. • Rates of commission payable for the range of engagements. • Management of Self-employed status (Inland revenue, NI, tax status, VAT etc.)
Contact Hours	
Teaching and Learning Methods	<p>Students will have the opportunity to learn through individual tutorial, group classes, and professional auditions for potential employers and agents.</p> <p>Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p> <p>Placement learning: may include a practice placement, other placement, and year abroad.</p>
Reading Strategy	<p>Students are encouraged to become familiar with the subject area, and texts specific to the module, through reading lists and reference material provided. Lists are updated annually to maintain currency and relevance. Each department holds texts and reference material, as well as the general access provided to the Schools library and access to the Internet. The specifically vocational nature of training and study, combined with the project based nature of learning on the course, may require that students are guided to reading and research material in the first instance by the module leader.</p> <p>NB: BOVTS students do not have access to UWE Libraries and UWE OnLine</p>
Indicative Reading List	Appropriate texts discussed/selected, edited and rehearsed in tutorials

	<p>Current "Spotlight" and its website</p> <p>Current copies - "Broadcast" and its website</p> <p>Current copies - "Stage and Television Today" and its website</p> <p>Choice of casting breakdown/info services through internet</p> <p>The Performing Arts Year Book Rheingold PUBLISHING (2008)</p> <p>Contacts 2009 The Spotlight, London (2008)</p> <p>Tavidival, M (Ed) The British Theatre Directory Richmond House Publishing Co. (2007)</p> <p>The Knowledge Hollis Publishing Ltd (May 2006)</p> <p>Relevant websites for producing theatres and broadcast companies.</p>
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Part 3: Assessment	
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Assessment Strategy	<p>This is a Professional Practice module with only one component of assessment. This component has only one element of assessment and is Pass/Fail.</p> <p>ATTEMPT 1</p> <p>First Assessment Opportunity</p> <p>Component A</p> <p>Description of each element weighting</p> <p>1. Self-Presentation/Marketing/Career Management Portfolio 100%</p> <p>Assessment of the content of the portfolio, indicative of the student's assimilation and practical application of the stated Learning Outcomes.</p> <p>Second Assessment Opportunity (further attendance at taught classes is required)</p> <p>Component A</p> <p>Description of each element weighting</p> <p>1. Self-Presentation/Marketing/Career Management Portfolio 100%</p> <p>Assessment of the content of the portfolio, indicative of the student's</p>
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	<p>assimilation and practical application of the stated Learning Outcomes.</p> <p>SECOND (OR SUBSEQUENT) ATTEMPT Attendance at taught classes is required.</p>
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Identify final assessment component and element	Comp A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Self-Presentation/Marketing/Career Management Portfolio	Pass/Fail	
Component B Description of each element	Element weighting (as % of component)	
N/A		

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Self-Presentation/Marketing/Career Management Portfolio	Pass/Fail	
Component B Description of each element	Element weighting (as % of component)	
N/A		
<p>If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.</p>		