



## **Module Specification**

### **Self-Presentation Marketing and Career Management**

Version: 2023-24, v2.0, 25 May 2023

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## Part 1: Information

**Module title:** Self-Presentation Marketing and Career Management

**Module code:** UATB35-15-3

**Level:** Level 6

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** Bristol Old Vic Theatre School

**Field:** Professional Acting (BOVTS)

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** In this module you will be guided towards the concept of seeing yourself as a one-person business able to sustain, promote and market yourself principally as an actor. You will be introduced to the reality of maintaining a proactive approach to the job of acting and investigate a range of strategies and the practical

application of procedures that will enhance your employability as a performer. You will have the opportunity to present yourself in an audition/interview scenario to a wide range of high-profile industry gatekeepers.

**Outline syllabus:** The syllabus will cover the selection and presentation of suitable audition material in both text and song and the personal appearance and performance level appropriate to the audition/interview scenario, Self-taping and the procedures for presentation of that material to directors, agents and casting directors will be covered.

You will learn a basic understanding of Management of Self-employed status (Inland revenue, NI, tax status, VAT etc.) and the range of actor resources available to you such as The Actors centre, Actors Spotlight, British Actor's Equity and professional casting forums.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Scheduled learning includes practical classes and workshops; mock auditions and interviews with industry gatekeepers such as agents and casting directors, visits from actor support agencies and assistance from professional accountants providing details of the submission of tax returns.

Independent learning includes engagement with essential reading, sourcing of appropriate audition material and considerable attention to the portfolio.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Understand how to promote oneself as a performer in the creative industries in a carefully targeted manner.

**MO2** Conceptualise the requirements of freelance engagements and the business and administrative implications of working as a self-employed actor.

**MO3** Plan a sound financial base to support the freedom to pursue a sustained career as an actor and devise a long-term (at least two-year) marketing and self-promotion strategy.

**MO4** Identify material suitable for use by an individual student in all appropriate audition/interview/workshop situations involved with professional engagements.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 110 hours

Face-to-face learning = 40 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/readinglists.uwe.ac.uk) via the following link <https://uwe.rl.talis.com/>

## **Part 4: Assessment**

**Assessment strategy:** This module has two assessment task and is Pass/Fail.

You will be assessed on the content of the portfolio which will be indicative of your assimilation and practical application of the stated Learning Outcomes and on your professional conduct and performance in several meetings with industry gatekeepers.

**Assessment tasks:**

**Portfolio** (First Sit)

Description: Self-Presentation/Marketing/Career Management Portfolio

Weighting:

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Presentation (First Sit)**

Description: Presentation and performance in Agent and Casting Director interviews

Weighting:

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Portfolio (Resit)**

Description: Self-Presentation/Marketing/Career Management Portfolio

Weighting:

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Presentation (Resit)**

Description: Presentation and performance in Agent and Casting Director interviews

Weighting:

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Professional Acting [Sep][FT][BOVTS][3yrs] BA (Hons) 2021-22