



MODULE SPECIFICATION

Part 1: Information			
Module Title	Self-Presentation Marketing and Career Management		
Module Code	UATB35-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Arts, Creative Industries and Education	Field	Professional Acting
Department	Film and Journalism		
Contributes towards	BA (Hons) Professional Acting		
Module type:	Professional Practice		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Independent learning includes engagement with essential reading, sourcing of appropriate audition material and considerable attention to the portfolio.</p>

Part 3: Assessment		
<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>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.</p>		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	Pass/Fail	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Self-Presentation/Marketing/Career Management Portfolio 2. Presentation and performance in Agent and Casting Director interviews	Pass/Fail	
Component B Description of each element	Element weighting	
1. N/A		
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Self-Presentation/Marketing/Career Management Portfolio 2. Presentation and performance in Agent and Casting Director interviews	Pass/Fail	
Component B Description of each element	Element weighting	
1. 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>		
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Understand how to promote oneself as a performer in the creative industries in a carefully targeted manner • Conceptualise the requirements of freelance engagements and the business and administrative implications of working as a self-employed actor • 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 • Identify material suitable for use by an individual student in all appropriate audition/interview/workshop situations involved with professional engagements 	

<p>Key Information Sets Information (KIS)</p> <p>Key Information Set - Module data</p> <p><i>Number of credits for this module</i> 15</p> <table border="1" data-bbox="539 367 1305 528"> <thead> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>150</td> <td>40</td> <td>110</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>Contact Hours</p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="660 878 1321 1111"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>100%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table> <p>Total Assessment</p>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	40	110	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	0%	Practical exam assessment percentage	100%		100%	<p>Key Information Set - Module data</p> <p><i>Number of credits for this module</i> 15</p> <table border="1" data-bbox="539 367 1305 528"> <thead> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>150</td> <td>40</td> <td>110</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>Contact Hours</p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="660 878 1321 1111"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>100%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table> <p>Total Assessment</p>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	40	110	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	0%	Practical exam assessment percentage	100%		100%
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<p>Reading List</p>	<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.</p> <p>Suggested reading includes:</p> <ul style="list-style-type: none"> • Current “Spotlight” and its website • Current copies - “Broadcast” and its website • Current copies - “Stage and Television Today” and its website • Choice of casting breakdown/info services via the internet • The Performing Arts Year Book Rheingold PUBLISHING (2018) <p>Please see link to online reading lists: https://rl.talis.com/3/uwe/lists/FA04D3F5-B75D-1F7F-2CB1-315D3149F3A4.html?lang=en-GB&login=1</p>																																								

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