

# AIM Qualifications Suite of Music Business Qualifications



## Document Version Control

Version Number	Date	Description
4	September 2019	Rebrand - 'AIM Awards' changed to 'AIM Qualifications'  Qualification family added to qualification details grid (pages 7-8)
5	18/12/2019	Review date extended until 31/07/2021
6	01/10/202	Review date extended from 31/07/2021 to 31/07/2023
7	January 2022	Qualification withdrawal dates added for: (see pages 7-9) 'AIM Qualifications Level 2 Certificate in Music Business (Marketing and Promotion (601/5277/1)' 'AIM Qualifications Level 3 Diploma in Music Business (Record Label) (601/5276/X)'

**AIM Qualifications Level 2 Certificate in Music Business  
(Marketing and Promotion)  
601/5277/1**

**AIM Qualifications Level 3 Diploma in Music Business (Record  
Label)  
601/5276/X**

## Contents Page

<u><a href="#">Section One – Qualification Overview</a></u>	<u><a href="#">6</a></u>
<u><a href="#">Section Two - Structure and Content</a></u>	<u><a href="#">11</a></u>
<u><a href="#">Section Three – Assessment and Quality Assurance</a></u>	<u><a href="#">18</a></u>
<u><a href="#">Section Four – Operational Guidance</a></u>	<u><a href="#">21</a></u>
<u><a href="#">Section Five – Appendices</a></u>	<u><a href="#">23</a></u>

# Section 1

## Qualification Overview

## Section One

### Qualification Overview

#### Introduction

Welcome to the AIM Qualification Handbook. We want to make your experience of working with AIM as pleasant as possible.

AIM is a national Awarding Organisation, offering a large number of Ofqual regulated qualifications at different levels and in a wide range of subject areas. Our qualifications are flexible enough to be delivered in a range of settings, from small providers to large colleges and in the workplace both nationally and internationally.

We pride ourselves on offering the best possible customer service, and are always on hand to help if you have any questions. Our organisational structure and business processes enable us to be able to respond quickly to the needs of customers to develop new products that meet their specific needs.

We are licensed by the Quality Assurance Agency (QAA) to approve and certificate Access to Higher Education Diplomas.

We are also approved as an Apprenticeship Assessment Organisation (AAO)

This Qualification Handbook contains everything you need to know about this qualification/qualification suite and should be used by everyone involved with planning, delivery and assessment.

This is a live document and as such will be updated when required. Centres will be informed via email when changes are made and it is the responsibility of the approved centre to ensure the most up-to-date version of the Qualification Handbook is in use.

This document is copyright but may be copied by approved centres for the purpose of assessing learners. It may also be copied by learners for their own use.

This Qualification Handbook is mapped to the Ofqual General Conditions of Recognition with references cited for each section as appropriate and the whole document is mapped to Ofqual General Conditions of Recognition C2.5 and E3.2.

## About the Qualification

Mapped to Ofqual General Conditions of Recognition: E3.2a/E3.3b

The AIM Qualifications Suite of Music Business Qualifications is part of a suite of qualifications for learners who work in, or want to work in the music sector and is included within relevant Apprenticeship frameworks issued by Creative and Cultural Skills.

It gives learners the opportunity to demonstrate competence in the following job roles within the music industry:

- marketing/promotions assistant
- assistant publicist
- music publishing assistant
- radio plugger
- artists and repertoire (A&R)

Learners may progress onto music business qualifications within this suite, into employment in the music business industry or into further learning, for example a foundation degree in a music industry related subject.

Qualification	
<b>AIM Qualifications Level 2 Certificate in Music Business (Marketing and Promotion)</b>	
Qualification Family	Technical
Assessment	Internally assessed and externally moderated assessment evidence
Grading	Assessment is competent / not competent. There is no grading
Operational Start Date	01-Jan-2019
Last Learner Registration Date	<b>31-Jul-2022</b>
Last Certification Date	<b>31-Jul-2025</b>
Sector	9.2 Crafts, Creative Arts and Design
Qualification Number	601/5277/1
Learning Aim Reference	60152771
Credit Value	26
Guided Learning Hours (GLH)	159
Total Qualification Time (TQT)	191
Learner Age Range	16-18; 19+
Rules of Combination	Learners must achieve a minimum of 26 credits to achieve this qualification. 11 credits must come from the mandatory units in Group A. 15 credits must come from Group B, 8 of which must be taken from Group B1.

<b>Qualification</b>	
<b>AIM Qualifications Level 3 Diploma in Music Business (Record Label)</b>	
Qualification Family	Technical
Assessment	Internally assessed and externally moderated assessment evidence
Grading	Assessment is competent / not competent. There is no grading
Operational Start Date	01-Jan-2019
Last Learner Registration Date	<b>31-Jul-2022</b>
Last Certification Date	<b>31-Jul-2025</b>
Sector	9.2 Crafts, Creative Arts and Design
Qualification Number	601/5276/X
Learning Aim Reference	6015276X
Credit Value	42
Guided Learning Hours (GLH)	240
Total Qualification Time (TQT)	300
Learner Age Range	16-18; 19+
Rules of Combination	Learners must achieve a minimum of 42 credits. 24 credits must come from the mandatory units in Group A and a minimum of 12 credits from the optional units in Group B. The remaining 6 credits may be achieved from Group B or Group C. If learners take units from Group C, one unit must come from Group C1 and one unit from Group C2 resulting in a maximum of 6 credits.

## Entry Guidance

Mapped to Ofqual General Conditions of Recognition: E3.2b/c

There are no specific entry requirements for this qualification.

## The End of the Accreditation Period

We review qualifications that are near the end of their accreditation period, working with sector representatives to make any changes necessary to meet sector needs and to reflect recent developments.

We will post information relating to changes or extensions to qualifications on our website and centres approved to offer the qualification will be kept updated.

## Certification End Date

The final date that certificates can be issued for these qualifications is three years from the Review Date.

<b>AIM Qualifications Level 2 Certificate in Music Business (Marketing and Promotion)</b>	<b>31-Jul-2025</b>
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## Resource Requirements

There are no specific resource requirements for these qualifications. You must ensure that your centre has appropriate resources in place to deliver the unit(s) in this qualification. For example, a workplace in line with industry standards, or a Realistic Working Environment (RWE) where permitted, equipment, IT, learning materials and teaching rooms. Where permitted, RWE must offer the same conditions as the normal day-to-day working environment, with a similar range of demands, pressures and requirements for cost-effective working.

## For Inclusion in Music Business (England) and (Wales) Apprenticeship Frameworks

### Entry Guidance

Learners must complete or have completed one of the English transferable skills qualifications, one of the Mathematical transferable skills qualifications and one of the ICT transferable skills qualifications listed in the Music Business (England) and (Wales) Apprenticeship Framework documents issued by Creative and Cultural Skills (see link below) in order to successfully complete their Apprenticeship and this will carry the QCF five credit values. If they do not have these qualifications as part of their evidence, an Apprenticeship certificate cannot be awarded.

### Employee Rights and Responsibilities (ERR)

All apprentices MUST receive an induction to the workplace and to the apprenticeship programme. ERR will be covered through an ERR workbook and relevant induction activity, to ensure that the apprentice knows and understands each of the nine national outcomes for ERR. The ERR workbook can be downloaded from:

<http://ccskills.org.uk/supporters/employer-advice/article/employment-rights-and-responsibilities-apprenticeships-handbook>.

### Personal Learning and Thinking Skills (PLTS)

Creative and Cultural Skills has mapped all PLTS to the mandatory units for the qualifications in this framework.

Please refer to the Creative and Cultural Skills website for further details on the Music Business (England) and (Wales) Apprenticeship Frameworks: <http://ccskills.org.uk/>.

# Section 2

## Structure and Content

## Section Two

### Structure and Content

Mapped to Ofqual General Conditions of Recognition E3.3a/b

#### Qualification Structure and Unit Content

Mapped to Ofqual General Conditions of Recognition: E3.2d /e/f/g/h/j

The rules of combinations for the AIM Qualifications Suite of Music Business Qualifications are displayed in the following way:

- [Level 2 Certificate in Music Business \(Marketing and Promotion\)](#)
- [Level 3 Diploma in Music Business \(Record Label\)](#)

Please select the unit title to view the individual unit content and assessment guidance.

Rules of Combination for: AIM Qualifications Level 2 Certificate in Music Business (Marketing and Promotion)						
Learners must achieve a minimum of 26 credits to achieve this qualification. 11 credits must come from the mandatory units in Group <b>A</b> . 15 credits must come from Group <b>B</b> , 8 of which must be taken from Group <b>B1</b> .						
Unit Reference Number	Unit Title	Group	Level	Credit Value	GLH	
R/601/6703	<a href="#">Understand and Keep Up to Date with the Music Industry</a>	<b>A</b>	Two	6	42	
F/601/6597	<a href="#">Understand the Impact of Emerging Technology on the Music Industry</a>	<b>A</b>	Three	2	12	
F/601/6700	<a href="#">Understand the Marketing and Promotion of Music Products</a>	<b>A</b>	Two	3	21	
L/601/0933	<a href="#">Give Customers a Positive Impression of Yourself and Your Organisation</a>	<b>B1</b>	Two	5	33	
M/601/6689	<a href="#">Support Marketing Campaigns in the Music Industry</a>	<b>B1</b>	Two	4	28	
L/601/6697	<a href="#">Support Promotional Activities in the Music Industry</a>	<b>B1</b>	Two	4	28	
T/601/6709	<a href="#">Utilise Social Networking and Social Media to Promote Music</a>	<b>B1</b>	Two	2	14	
M/502/4555	<a href="#">Database Software</a>	<b>B2</b>	Two	4	30	

T/601/2529	<a href="#">Deliver a Presentation</a>	<b>B2</b>	Three	3	15
M/601/2528	<a href="#">Develop a Presentation</a>	<b>B2</b>	Three	3	15
A/601/5867	<a href="#">Ensure Responsibility for Actions to Reduce Risks to Health and Safety</a>	<b>B2</b>	Three	4	38
T/601/2479	<a href="#">Handle Mail</a>	<b>B2</b>	Two	3	17
K/601/2446	<a href="#">Make and Receive Telephone Calls</a>	<b>B2</b>	One	3	10
T/600/8948	<a href="#">Manage and Market Own Freelance Services</a>	<b>B2</b>	Three	6	60
F/502/4625	<a href="#">Spreadsheet Software</a>	<b>B2</b>	Two	4	30
R/601/2490	<a href="#">Store and Retrieve Information</a>	<b>B2</b>	Two	3	17
Y/601/2510	<a href="#">Support the Organisation of Business Travel or Accommodation</a>	<b>B2</b>	Two	3	18
T/502/7537	<a href="#">Understanding the Core Knowledge Needed by Those who Work with Children and Young People</a>	<b>B2</b>	Two	3	26
D/505/3355	<a href="#">Understanding the Core Knowledge Needed by Those who Work with Children and Young People, and its Impact</a>	<b>B2</b>	Three	4	28
K/601/2477	<a href="#">Use a Diary System</a>	<b>B2</b>	Two	3	9
H/601/2493	<a href="#">Use Office Equipment</a>	<b>B2</b>	Two	4	18
M/502/4300	<a href="#">Using Email</a>	<b>B2</b>	Two	3	20
A/502/4297	<a href="#">Using the Internet</a>	<b>B2</b>	Two	4	30
R/502/4628	<a href="#">Word Processing Software</a>	<b>B2</b>	Two	4	30
Y/601/2474	<a href="#">Work with Other People in a Business Environment</a>	<b>B2</b>	Two	3	10
F/502/3538	<a href="#">Working in a Team</a>	<b>B2</b>	Two	2	15

### Rules of Combination for: AIM Qualifications Level 3 Diploma in Music Business (Record Label)

Learners must achieve a minimum of 42 credits. 24 credits must come from the mandatory units in Group **A** and a minimum of 12 credits from the optional units in Group **B**. The remaining 6 credits may be achieved from Group **B** or Group **C**. If learners take units from Group **C**, one unit must come from Group **C1** and one unit from Group **C2** resulting in a maximum of 6 credits.

Unit Reference Number	Unit Title	Group	Level	Credit Value	GLH
D/601/6624	<a href="#">Identify and Recommend Music with Commercial Potential</a>	<b>A</b>	Three	4	24
T/601/6628	<a href="#">Identify New Opportunities and Revenue Streams for the Music Industry</a>	<b>A</b>	Three	5	30
H/601/6642	<a href="#">Monitor Music Press Coverage</a>	<b>A</b>	Three	4	24
A/601/6663	<a href="#">Understand How Artist Agreements and Contracts Work</a>	<b>A</b>	Three	3	18
J/601/6682	<a href="#">Understand Record Label Identity and Branding</a>	<b>A</b>	Three	3	18
J/601/6679	<a href="#">Understand the Production of Promotional Material for the Music Industry</a>	<b>A</b>	Three	3	18
J/505/1308	<a href="#">Understanding the Impact of Emerging Technology on the Music Industry</a>	<b>A</b>	Three	2	12
Y/601/6606	<a href="#">Assist with Budget Setting within a Record Label Context</a>	<b>B</b>	Three	5	30
K/601/6612	<a href="#">Contribute to Assessing the Impact of Emerging Technology on the Music Industry</a>	<b>B</b>	Three	3	18
F/601/6616	<a href="#">Contribute to the Preparation and Management of Artist Agreements and Contracts</a>	<b>B</b>	Three	5	30
T/601/2529	<a href="#">Deliver a Presentation</a>	<b>B</b>	Three	3	15
J/601/6620	<a href="#">Evaluate Music and Assist with Music Selection and Compilations</a>	<b>B</b>	Three	6	36
D/601/6591	<a href="#">Identify Development and Repertoire Opportunities for Artists</a>	<b>B</b>	Three	4	24
T/600/8948	<a href="#">Manage and Market Own Freelance Services</a>	<b>B</b>	Three	6	60
R/601/6636	<a href="#">Market and Sell Music Releases</a>	<b>B</b>	Three	5	30
F/601/6647	<a href="#">Negotiate with Music Outlets</a>	<b>B</b>	Three	6	36
D/601/2539	<a href="#">Order Products and Services</a>	<b>B</b>	Three	5	35

L/601/6652	<a href="#">Organise Promotional Events for the Music Industry</a>	<b><u>B</u></b>	Three	5	30
H/601/6656	<a href="#">Produce Promotional Material for the Music Industry</a>	<b><u>B</u></b>	Three	6	36
T/601/6659	<a href="#">Register Musical Works for Publishing and Copyright Compliance</a>	<b><u>B</u></b>	Three	4	24
T/601/6662	<a href="#">Support the Identity, Brand and Characteristics of Record Labels</a>	<b><u>B</u></b>	Three	4	24
T/505/1529	<a href="#">Understand the Principles for Marketing and Selling New and Back Catalogue Music Releases</a>	<b><u>B</u></b>	Three	3	18
T/502/7537	<a href="#">Understanding the Core Knowledge Needed by Those who Work with Children and Young People</a>	<b><u>B</u></b>	Two	3	26
D/505/3355	<a href="#">Understanding the Core Knowledge Needed by Those who Work with Children and Young People, and its Impact</a>	<b><u>B</u></b>	Three	4	28
J/505/1518	<a href="#">Understanding the Registration of Musical Works for Publishing and Copyright Compliance</a>	<b><u>B</u></b>	Three	3	18
R/601/6684	<a href="#">Undertake Plugging of Music</a>	<b><u>B</u></b>	Three	4	24
T/601/6709	<a href="#">Utilise Social Networking and Social Media to Promote Music</a>	<b><u>B</u></b>	Two	2	14
R/601/2523	<a href="#">Work with Other People in a Business Environment</a>	<b><u>B</u></b>	Three	4	12
M/505/1156	<a href="#">Define the Product or Service of a Business</a>	<b><u>C1</u></b>	Three	3	24
A/505/1158	<a href="#">Keep Financial Records</a>	<b><u>C1</u></b>	Three	3	24
F/505/1159	<a href="#">Keeping Up to Date with Current Legislation in a Business</a>	<b><u>C1</u></b>	Three	3	24
Y/505/1149	<a href="#">Balance Business Needs and Personal Life</a>	<b><u>C2</u></b>	Three	3	24
R/505/1151	<a href="#">Carry out Banking for a Business</a>	<b><u>C2</u></b>	Three	3	24
Y/505/1152	<a href="#">Carry Out Plans for a Business</a>	<b><u>C2</u></b>	Three	3	24
D/505/1153	<a href="#">Check what Customers Need from a Business</a>	<b><u>C2</u></b>	Three	3	24
K/505/1155	<a href="#">Decide on a Business Location</a>	<b><u>C2</u></b>	Three	3	24

T/505/1160	<a href="#">Manage Own Time and Work Effectiveness</a>	<b>C2</b>	Three	3	24
A/505/1161	<a href="#">Obtain Support for a Business Idea</a>	<b>C2</b>	Three	3	24
F/505/1162	<a href="#">Plan How to Let Customers Know About Products or Services</a>	<b>C2</b>	Three	3	24
J/505/1163	<a href="#">Review the Skills a Business Needs</a>	<b>C2</b>	Three	3	24
L/505/1164	<a href="#">Seek Advice and Help for a Business</a>	<b>C2</b>	Three	3	24

## Unit Format

### Unit Title

The unit title will appear on the learner's certificate of achievement.

### Unit Credit Value

When a learner achieves a unit, they gain the specified number of credits.

### Unit Level

All units and qualifications have a level assigned to them. There are nine levels of achievement, from Entry to Level 8.

### Unit Guided Learning Hours

The number of Tutor-led contact hours required to support learner achievement of the unit.

### Ofqual Unit Reference Number

Each unit is assigned a unit code that appears with the unit title on Ofqual's Register of Regulated Qualifications.

### Unit Review Date

The unit will be reviewed by this date. Any amendments will be notified to centres.

### Unit Sector

This is the subject sector area of the unit.

### Unit Summary

This gives a summary of what the unit aims to do. It provides a snapshot of the unit and the key knowledge, skills and understanding gained while studying the unit.

### Learning Outcomes

The learning outcomes of a unit set out what a learner knows, understands or is able to do as the result of a process of learning.



**Assessment Criteria**

The assessment criteria specify the standard for which a learner must provide evidence in order to achieve the learning outcome. Additional guidance is available under the 'Assessment Guidance' section of the unit if any part of the Learning Outcomes and Assessment Criteria are in bold.

**Assessment Guidance**

This section provides additional guidance related to the unit to support Tutors and Assessors. This section gives information about the assessment evidence that learners must produce, together with any additional guidance if appropriate. This section should be read in conjunction with the assessment criteria.

**Delivery Requirements**

This sets out if there are any specialist resources needed for the delivery of this unit.

**Evidence Requirements**

This sets out if evidence of practical ability must be demonstrated and evidenced for the achievement of this unit.

# Section 3

## Assessment and Quality Assurance

## Section 3

### Assessment and Quality Assurance

#### Centre Staff Requirements

As an Awarding Organisation, we require that:

- **Tutors** have relevant teaching experience and/or a qualification, and experience and/or a qualification in the relevant subject area. Suitable teaching qualifications include:
  - Level 3 or 4 Preparing to Teach in the Lifelong Learning Sector (PTLLS) or above
  - Level 3 Education and Training or above
  - Diploma or Certificate in Education
  - Bachelors or Masters Degree in Education
- **Assessors** should have an assessor qualification or evidence of recent relevant experience. Suitable assessor qualifications include:
  - Level 3 Award in Assessing Competence in the Work Environment
  - Level 3 Certificate in Assessing Vocational Achievement
  - A1 Assess Candidate Performance using a Range of Methods
  - D32 Assess Candidate Performance and D33 Assess Candidate using Differing Sources of Evidence
- **In addition, Assessors must have:**
  - **Substantial demonstrable experience in the job roles they are assessing or; A working knowledge of the NOS and the qualification for which they have responsibility**
- **Internal Verifiers (IV)** should have an internal verification qualification or evidence of recent relevant experience. Suitable internal verification qualifications include:
  - Level 4 Award in Internal Quality Assurance of Assessment Processes and Practice
  - Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice
  - V1 Conduct Internal Quality Assurance of the Assessment Process
  - D34 Internally Verify the Assessment Process
- **In addition, Internal Verifiers must have:**
  - **Relevant experience in the Creative and Cultural sector**

#### How the Qualification is Assessed

Mapped to Ofqual General Conditions of Recognition: E3.2i

To be awarded the qualification, learners must provide evidence of achievement of all the assessment criteria for all the units specified in the rules of combination (see Section 2 for guidance on rules of combination). The assessment process is as follows:

- Suitable assessment tasks/strategies that allow learners to be able to provide evidence of achievement of the assessment criteria of the unit(s) are internally set at centres
- All assessment tasks must be scrutinised by the Internal Verifier before they are delivered to learners to ensure that they are fit for purpose
- Learners are assessed, using the IV approved assessment tasks
- The resulting assessed evidence is internally verified by an IV at the centre
- The assessed evidence is scrutinised by an AIM appointed External Verifier (EV) to ensure reliability and validity of assessment

A range of sample assessment materials are available on our website.

For more detailed guidance on working with AIM qualifications, please refer to “A Guide to Assessing AIM Qualifications” in the following link:

<http://www.aim-group.org.uk/resources/centre-handbook-and-forms/>

# Section 4

## Operational Guidance

## Section 4

### Operational Guidance

#### Offering the Qualification

Centres wishing to offer this qualification must be an AIM recognised centre. New centres can apply to become a centre using the centre recognition application process on our website ([www.aim-group.org.uk](http://www.aim-group.org.uk)).

We can advise centres of the best and most efficient methods for offering this qualification. All procedures for the use of this qualification, including approval, registration of learners, verification and certification will be completed through AIM and all centres will have an allocated customer experience advisor to support them.

#### Approval to Offer the Qualification

Centres wishing to offer this qualification must complete and submit a Qualification Approval request (found on the AIM website). Some qualifications require centres to have specific resources in place and/or their assessors/ internal verifiers should hold certain qualifications. Where this is the case, centres must provide evidence of resources/staff qualifications when completing the Qualification Approval request.

#### Fees and Charges

The AIM Fees and Charges brochure includes all qualification charges and is available on our website. Please note that registrations will not be processed if centre fees have not been paid.

#### Registration and Certification

Once your centre has approval to offer a qualification, you will be able to register learners using the AIM portal. Learners must be registered onto the correct qualification via the portal. Centres then select their chosen components.

For all registration and certification processes, please refer to the portal guidance document which can be downloaded from our website ([www.aim-group.org.uk](http://www.aim-group.org.uk)). Details of assessment, internal verification and external verification can be found in Appendix 1 - A guide to assessing AIM qualifications of this handbook.

Learners achieving a qualification will be issued with a qualification certificate detailing the achieved qualification and components. Learners who have not achieved a qualification will, on request, be issued with a component certificate detailing the components achieved.

# Section 5

## Appendices

## Section 5

A Guide to Assessing AIM Qualifications can be found in the link below:

<http://www.aim-group.org.uk/resources/centre-handbook-and-forms/>



## Contact AIM

For any queries, please contact AIM:

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