Linnéuniversitetet
Kalmar Växjö

# Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

## 1MM505 Music & Event Management II, 15 högskolepoäng
## Music & Event Management II, 15 credits

**Ämnesgrupp**
Övrigt inom samhällsvetenskap

**Nivå**
Grundnivå

**Fördjupning**
G1F

**Fastställande**
Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-06-15

Kursplanen gäller från och med vårterminen 2010

**Förkunskaper**
Music & Event Management 1-15 ECTS or corresponding introduction course.

## Förväntade studieresultat

SUBCOURSE 1 Music & Event Management: Digital distribution, technology and communication, 7,5 hp (7,5 ECTS)

After completing this course the student should be able to:

- describe and understand the actors in the music industry, their roles and how these are developing, shifting and changing as technology, the music industry and society are changing.
- describe and understand the process of creation, production, distribution and consumption of music through digital music distribution, technology and communication.
- give account for and apply the methods and technology used in the different part of the process
- understand how the music listener relates to the music that the music industry is producing and distributing with special focus on digital music distribution and consuming through new media- and communication technologies.

SUBCOURSE 2 Music & Event Management: Project Management globalization and marketing 7,5 hp (7,5 ECTS)

After completing this course the student should be able to:

- give account for basic theory about project management connected to the production processes of music
- describe and understand the actors in the music industry, their roles and how these are developing, shifting and changing as the technology, music industry and society are changing due to globalization.
- describe and understand the process of creation, production, distribution and consumption of music through the process of globalization and its impact on the music industry and its marketing strategies.
- understand how the music listener relates to the music that the music industry is producing and distributing with special focus on the ways that music listeners and the music industry relates to and work in a global world and context.

## Innehåll

The course is based on research findings within the subject area in relation to the context of social sciences.

SUBCOURSE 1 Music & Event Management: Digital distribution, technology and communication, 7,5 hp (7,5 ECTS)

Digital distribution, technology and communication
Perspectives on music, new technology, digital distribution, new media and new ways of creation, production, distribution and consumption of music are the main content. Distribution by means of the Internet and different file formats. The consequences for the music industry are discussed in lectures and seminars and in practical assignments. Lectures and seminars with actors involved in music, media and digital distribution technology

SUBCOURSE 2 Music & Event Management: Project Management globalization and marketing 7,5 hp (7,5 ECTS)

Project management:
Methods and theory of project management focusing on projects within the music industry

The production and reproduction of music in a global world/context:
Lectures and seminars around the creative aspect of the global music and event industry, nationally as well as internationally. Seminars with producers and production companies.

The distribution and consumption of music in a global world/context:
Music distribution and consumption in a global context. The impact of globalization and new technologies on music marketing and music consumption. The ways and methods the actors in the music industry use in their selection of marketing strategies and technologies and the definitions and categorizations within the industry. Perspectives on consumption and culture from a global perspective. Lectures and seminars with actors involved in distribution and marketing of music on an international/global level in the Swedish music industry.

## Undervisningsformer

The tuition consists of lectures, classroom teaching, seminar exercises, case studies, individual and group exercises. Participation in case study exercises, seminar exercises etc, is obligatory. The tuition and teaching material is in English when the courses have guest or/and exchange students from other countries than Sweden.

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

## Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.
The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

## Kursvärdering

A written evaluation in conducted and complied in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

## Kurslitteratur och övriga läromedel

SUBCOURSE 1 Music & Event Management: Digital distribution, technology and communication, 7,5 hp (7,5 ECTS)

Dubber A. (2007) The 20 Things You Must Know About Music Online. E-book: http://newmusicstrategies.com/ebook/ (96 pages)

Lessig L. (2005) Free Culture: The Nature and Future of Creativity. Penguin Books. (368 pages)ISBN: 9780143034650

Strömbäck, Per (red.) m.fl. (2009) Gratis? – Om kvalitet, pengar och skapandets villkor. Stockholm: Volante QNB (192 pages) ISBN: 9789197491990

Additional Articles and Reports, approximately 300 pages.

SUBCOURSE 2 Music & Event Management: Project Management globalization and marketing 7,5 hp (7,5 ECTS)

Connell, John & Gibson, Chris 2002. Sound tracks: Popular music, identity and place. London: Routledge. 336 pages.
ISBN10: 0415170281. ISBN: 9780415170284

Hesmondhalgh, David 2007. The Cultural Industries London: Sage Publicatons (CA). 346 s. ISBN10: 1412908086.
ISBN13: 978-1-41290807-8

Lathrop, Tad 2007: This Business of Global Music Marketing. Watson-Guptill Publications. 288 pages.
ISBN10: 0823077888. ISBN: 9780823077885

Additional teaching material
Articles and other texts

Reference literature
Allen, Paul 2007: Artist Management For The Music Business. Elsevier Science & Technology. 288 pages.
ISBN10: 0240809246. ISBN: 9780240809243

Fiske, John 1991: Understanding Popular Culture. London: Taylor & Francis Ltd. 220 pages. ISBN 0415078768

Schulenberg, Richard 2005. Legal Aspects of the Music Industry - An Insider's View Of The Legal And Practical Aspects
Of The Music Business. Watson-Guptill Publications. 624 pages. ISBN10: 0823083640. ISBN: 9780823083640

Wennman, Kent, Ohlin, Johan & Boysen, Per 2000: Musik som levebröd – din guide till musikbranschen
Utbildningsradion. 256 pages. ISBN 91-25-00140-X. (Swedish students only)

Weissman, Dick 1997: The Music Business, career opportunities and self-defense. Three Rivers Press: NewYork. 326 pages
(replaces Wennman for exchange students, selected parts)