



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1EM608 Den internationella musikindustrin i ett nationellt perspektiv, 7,5 högskolepoäng

1EM608 The International Music Industry in National Perspective, 7.5 credits

Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2022-09-05

Revised 2022-12-05 by School of Business and Economics. Change of department. The course syllabus is valid from spring semester 2023

Prerequisites

At least 15 credits from following courses:

- Introduction to Event Management 15 credits,
- Digital Distribution, Technology and Communication 7.5 credits,
- Festivals and Music Related Events 7.5 credits,

and English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- apply theory about global and glocal processes in the music business
- describe and reflect on music business territories and markets
- describe and reflect on business practices in the international music business
- show understanding for glocal and global perspectives when analyzing music as a popular culture phenomenon

Content

The course contains:

- global and glocal processes in the music industry from a theoretical perspective
- music industry territories and key markets
- the emergence of the global music business and business practices
- international music genre trends and local discrepancies

Type of Instruction

The teaching consists of lectures and seminars as well as group discussions and presentations.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through an digital presentation (2 credits), a written report (4 credits) and a peer review (1.5 credits)

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

IFPI. *Global Music Report: state of the industry*. Latest edition. About 50 pages.

Passman, Donald S. *All you need to know about the Music Business*. Latest edition. About 500 pages.

Scientific articles and other material. About 150 pages.

Reference literature

Berggren, C. & Bruhlin, G. *Klustriga kluster eller globala glidare? Den lokala dynamikens paradoxala betydelse i den globaliserade ekonomin*. Stockholm. Nutek. B2002:2. Latest edition. About 60 pages.

Burnett, R. (2002). *The Global Jukebox – the international music industry*. London. Routledge. 192 pages.

Connell, J. & Gibson, C. (2003). *Sound tracks: Popular music, identity and place*. London. Routledge. 336 pages.

Lathrop, T. (2013). *This business of global music marketing*. New York. Watson-Guptill Publications. 288 pages.

Murphy, G. *Cowboys and Indies – The epic history of the record industry*. London. Serpent's Tail. Latest edition. About 400 pages.