



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1MM501 Music & Event Management I - Branschintroduktion, 15 högskolepoäng

1MM501 Music & Event Management I - Industry Introduction, 15 credits

Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2014-12-11

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

Prerequisites

General entry requirements for university studies.

Objectives

After completing the course the student is expected to be able to:

- account for the music industry and its character with special focus on the events sector, as well as its connection to other sectors in society - from an international perspective
- account for fundamental principles and theories on music and events such as popular-cultural and social phenomena from a culture-analytical and social-scientific perspective
- account for different types of actors within the world of music in general and the music industry in particular as well as the importance of cooperation and associations between parties
- account for the changes that have taken place in the music industry and the continuous development that technical possibilities, among other things, offer

Content

The course contains:

- the music industry's magnitude, character and development
- limitations and connections to other branches
- music culture with focus on popular music and popular culture
- factors that influence the outlook on and utilisation of music in different contexts
- people's attitudes towards popular culture's and popular music's various forms of representation and symbol language; among other things on the basis of concept as art, entertainment, taste, style, authenticity, subculture, mainstream, independent etc.
- introductory characteristics within the music industry - magnitude, character, actors and development
- introductory characteristics with regard to musical events - magnitude, character, actors (arrangers) and development
- introductory characteristics with regard to publishing - magnitude, character, actors and development

Type of Instruction

Teaching is in the form of lectures, seminars, case studies and group assignments. Obligatory parts are stated in the schedule.

Examination

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

The course is examined through a written exam, active participation in mandatory seminars, handing in and presentation of a written report (group assignment) and individual assignment.

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.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1MM500.

Required Reading and Additional Study Material

Required reading

Bjällesjö, J. *Rock'n'roll i Hultsfred - Ungdomar, festival och lokal gemenskap*. Båstad: Hammarlins bokförlag. Latest edition. About 200 pages.

Ehn, B. Löfgren, O. *Kulturanalyser*. Lund: Gleerups. Latest edition. About 170 pages.

Wikström, P. *The Music Industry*. Cambridge: Polity Press. Latest edition. About 200 pages.

Additional study material

Durmér, H., Johnsen, Å., Lundquist, B., & Löfvander, E. (2002). *Den Svenska Musikbranschen – funktionerna, aktörerna och popundret*. B-uppsats Music Management. Baltic Business School. Kalmar Högskola. 26 pages.

Compendium and scientific articles. About 250 pages.

Self chosen literature, chosen in consultation with teacher for the group assignment and the individual assignment. About 400 pages.

Reference literature

Beebe, R. (Red.). *Rock over the Edge – Transformations in Popular Music Culture*. Duke University Press. Latest edition. About 390 pages.

Bennett, A. & Peterson R. A. . *Music Scenes: Local, Translocal & Virtual*. Vanderbilt University Press. Latest edition. About 270 pages.

Friedlander, P. *Rock and Roll: A Social History*. Boulder, Colorado: Westview Press. Latest edition. About 360 pages.

Frith, S., Straw, W. & Street, J. *The Cambridge Companion to Pop and Rock*. Cambridge: Cambridge University Press. Latest edition. About 320 pages.

Gay, L. C. Jr., Lysloff Rene T. A. & Ross, A. *Music and Technoculture*. Wesleyan University Press. Latest edition. About 350 pages.

Gendron, B. *Popular Music and the Avant-Garde: Between Montmartre and the Mudd Club*. Chicago: Chicago University Press. Latest edition. About 400 pages.

Gillett, C. *The Sound of the City: The rise of Rock and Roll*. New York: Da Capo Press. Latest edition. About 540 pages.

Gradvall, J. (Red.). *Fem meter upp i luften – en antologi om popmusik*. Smedjebacken: Nordstedts förlag. Latest edition. About 350 pages.

Gronow, P. & Saunio, I. *An International History of the Recording Industry*. London & New York: Cassel. Latest edition. About 290 pages.

Hesmondhalgh, D. & Negus, K. *Popular Music Studies*. London: Arnold Publishers. Latest edition. About 290 pages.

Hull, G. P. *The Recording Industry*. London & New York: Routledge. Latest edition. About 340 pages.

Löwstedt, A. & Alexanderson, P. (Red.). *Livet är en fest*. Stockholm: Ordfront i samarbete med P3 och P4, Sveriges radio. Latest edition. About 240 pages.

Shuker, R. *Key Concepts in Popular Music*. London: Routledge. Latest edition. About

400 pages.

Strage, F. *Mikrofonkåt*. Stockholm: Atlas. Latest edition. About 360 pages.

Szatmary, D. *A time to rock – A social history of rock'n'roll*. London: Prentice Hall. Latest edition. Selected parts about 200 pages.

Waxer L. A. *The city of Musical Memory: Salsa, Record Grooves and Popular Culture in Cali, Colombia*. Wesleyan University Press. Latest edition. About 420 pages.

Whiteley, S. *To much to young: Popular Music, Age and Gender*. London & New York: Routledge. Latest edition. About 260 pages.