



Course syllabus

Organisational Committee

Department of Marketing and Tourism Studies

1MM505 Music & Event Management II, 15 högskolepoäng

1MM505 Music & Event Management II, 15 credits

Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2010-06-15

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

Prerequisites

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

Objectives

SUBCOURSE 1 Music & Event Management: Digital distribution, technology and communication, 7,5 credits

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

the live music industry, 7,5 credits

- give account for basic theory about project management applied to the live music industry
- describe and understand the actors in the live music industry, their roles and how these are developing, shifting and changing as the technology, music industry and society are changing due to globalization and technology.
- describe and understand the process of creation, production, distribution and consumption of music through the process of globalization and its impact on the live 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 live music industry relates to and work in a global world and context.

Content

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 credits

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 the live music industry, 7,5 credits

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.

The distribution and consumption of music in a global world/context:

The impact of globalization and new technologies on live music marketing and consumption. The ways and methods the actors in the live 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.

Type of Instruction

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.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

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.

Course Evaluation

A written evaluation is conducted and compiled 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.

Required Reading and Additional Study Material

Obligatory literature

SUBCOURSE 1 Music & Event Management: Digital distribution, technology and communication, 7,5 credits

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

Johansson Daniel (2011) Music Forever - Models for a New Music Industrial System. Doktorsavhandling, Blekinge Tekniska Högskola, Valda delar, 175 sidor

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

Additional Articles and Reports, approximately 300 pages.

SUBCOURSE 2 Music & Event Management: Project Management, globalization and the live music industry, 7,5 credits

Bradbury, Dan & Garrett, David (2005) Herding Chickens: Innovative Techniques for Project Management. New York: Sybex Inc. U.S. (288 pages). ISBN: 9780782143836

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

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: New York. 326 pages
(replaces Wennman for exchange students, selected parts)