



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1MM510 Music & Event Management II - Festivals and Music
Related Events, 7,5 högskolepoäng

1MM510 Music & Event Management II - Festivals and Music
Related Events, 7.5 credits

Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2015-09-30

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 credits or the equivalent, and English B/6.

Objectives

After completing this course the student should be able to:

- give account for basic theory about events and festivals and events and festivals as phenomena from a global perspective
- describe and analyze the actors in the live music industry, their roles and work procedures with special focus on entrepreneurship and event management
- describe and analyze the process of creating music related events and festivals

Content

The course contains:

- event production in the shape of festivals
- production, distribution and consumption of music in an event- and/or festival context
- practical working methods and the different aspects of festival and event production

- the impact of globalization and digital technologies on live music marketing and consumption
- 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. Obligatory parts are stated in the schedule.

Examination

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

Examination is carried out by means of written examinations and by the submission of solutions to case studies and written exercises.

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.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course 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.

Required Reading and Additional Study Material

Required reading

Scientific Articles, texts and various complementary material, about 1000 pages.

Reference literature:

Allen, P. *Artist Management For The Music Business*. Elsevier Science & Technology. About 300 p. Latest edition.

Fiske, J. *Understanding Popular Culture*. London: Taylor & Francis Ltd. About 220 p. Latest edition.

Schulenberg, R. *Legal Aspects of the Music Industry - An Insider's View Of The Legal And Practical Aspects Of The Music Business*. Watson-Guption Publications. About 600 p. Latest edition.

Weissman, D. *The Music Business, career opportunities and self-defense*. Three Rivers Press: NewYork. About 320 p. Latest edition. (Replaces Wennman for exchange students, selected parts)

Wennman, K., Ohlin, J. & Boysen, P. Musik som levebröd – din guide till musikbranschen. Utbildningsradion. About 250 p. Latest edition. (Swedish students only)