



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1MM605 Den internationella musikindustrin i ett nationellt perspektiv, 7,5 högskolepoäng

1MM605 The international music business from national perspective, 7.5 credits

Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2020-06-24

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 – Industry Introduction 15 credits, or the equivalent, and English B/English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- apply theory about and describe global and glocal processes in the music business
- describe and reflect on music business territories and markets internationally and nationally
- describe and reflect on business practices in the international music business from a national perspective
- understand local and global perspectives when analyzing music as a popular culture phenomenon.

Content

The course contains:

- global and glocal processes from a theoretical perspective

- music- and event industry territories and markets
- the emergence of the global music business from a historical perspective
- international music genre trends and local discrepancies
- the impact of digitalization on the international music- and event industry

Type of Instruction

The teaching consists of lectures, seminars and synchronic as well as asynchronic group discussions. Active participation is compulsory at group discussions and seminars where information is processed and presented. Dates for compulsory elements 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 assignments and presentations.

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. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass 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

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

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

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

Scientific articles and other material. About 150 pages.

Reference literature

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.