



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1MM716 Music & Event Management II - Fältarbete, teori i praktisk tillämpning, 15 högskolepoäng

1MM716 Music & Event Management II - Internship, 15 credits

### **Subject Group**

Other Subjects within Social Science

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved 2014-12-11

Revised 2023-01-23 by School of Business and Economics. Change of department and standard texts.

The course syllabus is valid from autumn semester 2023

### **Prerequisites**

Music & Event Management 1-30 credits or the equivalent. English 6, or the equivalent.

## Objectives

After completing this course the student should be able to:

- through fieldwork, with a combination of theoretical studies and internship at a company or an organization, understand and analyze the working process where music are created, produced, shaped, distributed, mediated and consumed.
- provide an account of and understand the music industry and its actors through an in-depth and specialised focus in a number of fieldwork reports
- understand the working methods and apply their knowledge to the field and compile and analyse empirical data in a number of fieldwork reports.
- comprehensively understand the current research situation in relevant topic areas. In that respect the student will become familiar with and comprehend contemporary research and obtain a deeper knowledge inside a wider scientific and empirical context where popular music is the starting point.

## Content

The course contains:

Internships at companies, organisations or similar in fields relevant to the programme. The student is personally responsible for finding a suitable internship that has the course examiner's approval. This internship is combined with theoretical literature studies in the social sciences and humanities and their research fields and the production of three fieldwork reports in which the experiences from the internship constitute the empirical data.

This fieldwork and data is then compiled and analysed in periodical reports and through dialogue with the supervisor.

### Type of Instruction

The teaching consists of individual literature studies and data collection with supervision, mainly in the form of feedback and assessment of the fieldwork reports. The student chooses literature from the reading list and/or comparable literature in consultation with the examiner. The literature studies will result in the formulation of a relevant problem and form the basis of the fieldwork and reports.

The fieldwork can be carried out either in Sweden or abroad.

The insight and experience gained through the fieldwork should be documented, analysed and considered on the basis of the problem derived from the theoretical literature and the aim, and should include an account of how the original problem has been solved. There must be a continual dialogue with the course examiner at the School of Business and Economics throughout the fieldwork, which involves reporting in the form of two written interim reports and one final report. The theoretical literature studies combined with the thesis constitute 15 ECTS at Business Administration II-level.

### Examination

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

The course is examined through Examination completion of 2 interim reports and a final report 15 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.

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 are in regular 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: IMM715 with 15 credits.

## Other

Possible additional fees connected to fieldwork must be paid for by students themselves. Obligatory parts are stated in the schedule.

## Required Reading and Additional Study Material

Literature chosen in consultation with and approved by the examiner. At least two titles/books chosen from the literature list. In addition to this, literature that is relevant to fieldwork will be included.

Berg, P-O., Linde-Laursen, A. & Löfgren, O. *Öresundsbron på uppmärksamhetens marknad – Regionbyggare i evenemangsbranschen*. Lund: Studentlitteratur. Latest edition, 266 pages.

Blush, S. & Petros, G. *American Hardcore: A Tribal History*. Feral House. Latest edition, 352 pages.

Brackett, D. *Interpreting Popular Music*. University of California Press. Latest edition, 256 pages.

Cloonan, M. & Garofalo, R. *Policing Pop*. Temple University Press. Latest edition, 241 pages.

Collins, J. *The Story of Chess Records*. London: Blomsburg Publ. Latest edition, 192 pages.

Ehrlich, D. *Inside the Music – Conversations with Contemporary Musicians about Spirituality, Creativity and Consciousness*. Boston: Shambhala Publications Inc. Latest edition, 240 pages.

Frith, S. *Performing Rites: Evaluating Popular Music*. Oxford: Oxford University Press. Latest edition, 278 pages.

Frith, S., Straw, W. & Street, J. *The Cambridge Companion to Pop and Rock*. Cambridge: Cambridge University Press. Latest edition, 324 sidor.

Gillett C. *Making Tracks – Atlantic Records and the Growth of a Multi-Billion-Dollar Industry*. St.Albans. Herb. Latest edition, 238 pages.

Heylin, C. *Bootleg – The Secret History of the Other Recording Industry*. New York: St. Martin's Griffin. Latest edition, 448 pages.

Horner, B. & Swiss, T. *Key Terms in Popular Music and Culture*. New York: Blackwell. Latest edition, 272 pages.

Jones, S. (Red.). *Pop Music and the Press*. Temple University Press. Latest edition, 296 pages.

Kennedy, R. & McNutt, R. *Little Labels – Big Sounds: Small Record Companies and the Rise of American Music*. Bloomington: Indiana University Press. Latest edition, 224 pages.

Lathrop, T. & Pettigrew, J. *This Business of Music Marketing and Promotion*. Billboard Books. Latest edition, 308 pages.

Moore, A. F. (Ed.). *Analyzing Popular Music*. Cambridge University Press. Latest edition, 288 pages.

Pine, J. B. & Gilmore, J. H. *The Experience Economy – Work is Theater & Every Business a Stage*. Boston: Harvard Business School Press. Latest edition, 256 pages.

Robinson, D., Buck, E. & Cuthbert, M. *Music at the Margins – Popular Music and Global Cultural Diversity*. Newbury Park: Sage. Latest edition, 312 pages.

Shuker, R. *Key Concepts in Popular Music*. London: Routledge. Latest edition, 344 pages.

Smith, S. E. *Dancing in the Street – Motown and the Cultural Politics of Detroit*. Cambridge: Harvard University Press. Latest edition, 336 pages.

Taylor, T. *Strange Sounds: Music, Technology and Culture*. Routledge. Latest edition, 278 pages.

Theberge, P. *Any Sound You Can Imagine: Making Music/Consuming Technology*. Wesleyan University Press. Latest edition, 304 pages.

Trondman, M. *Kultursociologi i praktiken*. Lund: Studentlitteratur. Latest edition, 471 pages.