

Module Specification

Summary Information

Module Code	7603MIM
Formal Module Title	The Music Industry
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Module Pass Mark	50

Learning Methods

Learning Method Type	Hours
Lecture	16
Seminar	30
Tutorial	14

Module Offering(s)

Start Month	Duration
September	12 Weeks

Aims and Outcomes

Aims	The aim of this module is to allow the student to engage in critical investigation, research, and analysis of the music industry, developing a comprehensive understanding of the key drivers for music business success. Critically examining how contemporary debates and issues impact upon music and associated industries and product development. The focus will be on a general and wider investigation of the music industry, to understand its interdisciplinary nature and to be able to evaluate relevant data, industry reports, studies and approaches.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically analyse innovative approaches to commerce and creativity within a chosen sector of the music industry.
MLO2	Collate music industry data, statistics reports, and documentation for analysis, critically evaluate and form complex conclusions.

ML03	Understand and evaluate the major debates surrounding new technologies, the economic impact associated with copyright and music streaming, and the nature of organisational change because of new developments.
ML04	Use theories concerning music industry approaches to inform research and subsequent findings.

Module Content

Outline Syllabus

This module will critically consider how industry techniques, technological innovation, and global business developments impact on the music and wider creative industry economies and culture. Providing an overview of how business operates, studying organisations, the industry's evolving infrastructure and how entrepreneurs grow new music business models. Students will explore the impact new technologies have had on the way music is produced, performed, and consumed. Taking a critical look at the main areas that make up the music industry, recording, publishing licencing and sync, live digital distribution, and music streaming.

Module Overview

This module gives a wide-ranging critical overview of the music industry, studying music business organisation, the industry's evolving infrastructure and how entrepreneurs grow new music business models. Students take a deep dive into record labels, publishing, artist management companies, live music, and events companies. The module examines the importance of intellectual property, copyright management, music agreements, income streams and music catalogue exploitation including the role played by new digital technologies.

Additional Information

Through lectures, seminars, group discussions and tutorials, students develop their knowledge and understanding and explore potential areas of research that inform professional practice and career planning.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Essay	Essay Proposal	10	0	ML01, ML02, ML03, ML04
Essay	Essay	90	0	ML01, ML02, ML03, ML04