

## Liverpool John Moores University

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Title: Music Business and Context 1  
Status: Definitive  
Code: **4501IABSIN** (124319)  
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Institute of the Arts Barcelona

Team	Leader
Andrew Sherlock	

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 87  
**Total Learning Hours:** 200      **Private Study:** 113

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	56
Seminar	26
Tutorial	5

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay 1	Evaluation and critique of the organisational structures of the music industry (2500 words)	50	
Essay	Essay 2	Evaluation of the changing business models used in the music industry (2500 words)	50	

### Aims

*The aim of this module is to provide the student with a overview of the music*

*business and how they could potentially operate within it. The module explores this through four themes*

- *Organizational structures of the music economy*
- *Music Business Models*
- *Copyright and Contracts*
- *Management of Careers*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Describe and demonstrate a knowledge and understanding of the business model of the music industry
- 2 Describe and demonstrate a knowledge and understanding of the organizations and component elements of the music industry and how they are related to the dominant business model
- 3 Describe and demonstrate a knowledge and understanding of copyright and contracts and their relationship to maintaining a sustained career in the music business
- 4 Describe and demonstrate the ability to undertake research into the music business and be able to communicate and explain the outcomes clearly.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Essay 1	1	2	4
Essay 2	1	3	4

## **Outline Syllabus**

*The Module will be developed through a number of interrelated themes and elements.*

### *Organizational structures of the music economy*

*Within this sections students will explore the principle organizations structures of the music business including; record companies, independent labels; publishers; recording studios; events management; professional bodies. The section will also include an overview of the differing roles, responsibilities and functions of the staff involved - artists; producers, engineer; distribution; management; PR; legal; publishing; live performance, tour manager etc. etc.*

### *Music Business Models*

*Within this section students will explore the differing business models used within the music business. This will be explored from a variety of perspectives. It will include evaluations of music creation, music production, music management, music promotion, music distribution and live music performance. A particular focus will be on how the music business has undergone a revolution in the last 20years and that*

*at present the new models are not yet set.*

### *Contracts and Copyright*

*Contract and the laws regarding copyright of IP are a central element of the music business. Within this section students will explore - intellectual property: copyright; licensing;*

*royalties; permissions and clearances, broadcasting, recording, collection societies, restricted acts, performing, arranging; piracy, copying together with an investigation of music contracts - management contracts; recording contracts, fund deals*

*Management of creative careers in the music business*

*In this section of the module students will explore how they may develop and sustain a career as a creative artist in the music industry*

### **Learning Activities**

The module will be delivered through a weekly lecture programme supported by seminar discussion groups and individual tutorials. The module will make good use of case studies and news/information from sources including, but not limited to, Music Business Week. The module will require students to undertake individual research projects/assignments. The module delivery will be supported by visits and lectures by visiting practitioners.

### **Notes**

The module equips students with an understanding of the music business and their potential roles within it. Assessment is via two essays.