

Music Business and Context 1

Module Information

2022.01, Approved

Summary Information

Module Code	4501IABSIN
Formal Module Title	Music Business and Context 1
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Institute of the Arts Barcelona

Learning Methods

Learning Method Type	Hours
Lecture	56
Seminar	26
Tutorial	5

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

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
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Describe and demonstrate a knowledge and understanding of the business model of the music industry
MLO2	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
MLO3	3	Describe and demonstrate a knowledge and understanding of copyright and contracts and their relationship to maintaining a sustained career in the music business
MLO4	4	Describe and demonstrate the ability to undertake research into the music business and be able to communicate and explain the outcomes clearly.

Module Content

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Essay 1	50	0	MLO1, MLO2, MLO4

Essay	Essay 2	50	0	MLO4, MLO1, MLO3
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Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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