

## Liverpool John Moores University

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Title: The Music Industry  
Status: Definitive  
Code: **5011POP** (117890)  
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
Stuart Borthwick	Y
David Monks	

**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 69.00  
**Total Learning Hours:** 240      **Private Study:** 171

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	69.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Research Paper	35.0	
Artefacts	AS2	Marketing Artefact	30.0	
Portfolio	AS3	1500 Word marketing plan	35.0	

### Aims

*To teach a history of the development of the music industry focusing upon the areas of ownership, technology, organization, law and the marketing of popular music product.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 1. Demonstrate a historical awareness of the political economy of the music industry.
- 2 2. Produce an artifact that demonstrates an understanding of how music industry marketing campaigns
- 3 3. Reflect upon their own learning, performance and/or achievement and to plan for their personal, education and career development.

## Learning Outcomes of Assessments

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

Essay	1
Artefact	2
Portfolio	3

## Outline Syllabus

*Areas of study to include: historical development, industry structure, 'A&R', issues of copyright, publishing, globalisation, new technologies, gender, race issues and the marketing of popular music.*

## Learning Activities

Lectures and Seminars.

## References

<b>Course Material</b>	Book
<b>Author</b>	Barfe, L.
<b>Publishing Year</b>	2005
<b>Title</b>	Where Have All the Good Times Gone?
<b>Subtitle</b>	The Rise and Fall of the Record Industry
<b>Edition</b>	
<b>Publisher</b>	Atlantic Books, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Barrow, T. and Newby, J.
<b>Publishing Year</b>	1994
<b>Title</b>	Inside the Music Business
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	Routledge, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Harrison, A.
<b>Publishing Year</b>	2000
<b>Title</b>	Music the Business
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Virgin, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Hull, G.
<b>Publishing Year</b>	2004
<b>Title</b>	The Recording Industry
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Negus, K.
<b>Publishing Year</b>	1993
<b>Title</b>	Producing Pop
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Arnold, London
<b>ISBN</b>	

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## Notes

This module deals with the history of the recording and music industries. It focuses particularly upon the areas of ownership, technology, organizational structure law and the marketing of popular music. In addition it will examine specific events and issues that have helped shape the industry will be investigated.