

Music Business and Context 2

Module Information

2022.01, Approved

Summary Information

Module Code	5501IABSIN
Formal Module Title	Music Business and Context 2
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
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	This module builds on the overview given in level 4. The module aims to provide the student with a more refined understanding of the international music economy by focusing on differing territories (nations and zones) and genres of music and their audience and market.
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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 critical knowledge and understanding of a range of differing territorial / national music business models
MLO2	2	Summarise and demonstrate a critical knowledge and understanding of a range of music genres and the differing business models and modes of consumption
MLO3	3	Describe and demonstrate the ability to undertake independent research, develop sound arguments which are communicated clearly

Module Content

Outline Syllabus	This module builds on the overview developed in level 4. The focus of the module is on diversity and differences in the international music economy. Within the modules students will explore Music Territories and Nationalities. Within this section of the module students will explore how different nations and territories consume music and how the music business models have adapted to these differences. The module will cover at least three areas and within each they will explore: <ul style="list-style-type: none"> Modes of Production Marketing and Promotion Modes of Consumption (distribution / live Music economy) Genres of Music (Indigenous / Generic / Imported) Ownership and Control Music Genre and Sub-genres. The music economy is characterized by diversity. Each individual music genre and their sub-genres operate distinct business models. The dominant mainstream music business model only represents a small section of the music that is produced and consumed. Within this section of the module student will study a number of genres which may include such as: <ul style="list-style-type: none"> Folk Music Heavy Metal / Rock Electronic Dance Music American Country Music With each genre the business model will be dissected and its key characteristics and target market will be explored. As with territorial studies the students will explore: <ul style="list-style-type: none"> Modes of Production Marketing and Promotion Modes of Consumption (distribution / live Music economy) Ownership and Control
Module Overview	
Additional Information	The module builds on skills acquired at level 04 equipping students with a more refined understanding of the international music economy. Assessment is via two essays.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay 1	50	0	MLO1, MLO3
Presentation	Essay 2	50	0	MLO2, MLO3

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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