

Liverpool John Moores University

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Title: Music Business and Context 2
Status: Definitive
Code: **5501IABSIN** (124327)
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: FHEQ5 **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	Essay - Contrasting global music business models (2500 words)	50	
Essay	Essay 2	Essay - Analysis of business model for specific genre of business (2500 words)	50	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe and demonstrate a critical knowledge and understanding of a range of differing territorial / national music business models
- 2 Summarise and demonstrate a critical knowledge and understanding of a range of music genres and the differing business models and modes of consumption
- 3 Describe and demonstrate the ability to undertake independent research, develop sound arguments which are communicated clearly

Learning Outcomes of Assessments

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

Essay 1	1	3
Essay 2	2	3

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

- *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

- *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

- *Modes of Production*
- *Marketing and Promotion*
- *Modes of Consumption (distribution / live Music economy)*
- *Ownership and Control*

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 builds on skills acquired at level 04 equipping students with a more refined understanding of the international music economy. Assessment is via two essays.