

Liverpool John Moores University

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Title: MUSIC ENTREPRENEURSHIP 1
Status: Definitive
Code: **5507IABCMP** (128934)
Version Start Date: 01-08-2021

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

Team	Leader
Andrew Sherlock	Y

Academic Level: FHEQ5 **Credit Value:** 10 **Total Delivered Hours:** 48
Total Learning Hours: 100 **Private Study:** 52

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	30
Seminar	9
Workshop	9

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Compilation of a digital portfolio demonstrating a unified online brand and contents.	100	

Aims

The aim of this module is to provide the students with the technical and creative skills in digital media marketing as they apply to the independent music artist.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain and illustrate the role that social media has in the marketing and promotion of music.
- 2 Build and maintain a personal music website which directly responds to their personal brand and market position.
- 3 Construct and customise digital content which responds to a specific brand and market position.

Learning Outcomes of Assessments

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

Portfolio	1	2	3
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Outline Syllabus

The module explores social media presence and management, website design and maintenance and online identity and branding. This is a practical module designed to develop in the students the skills, knowledge and ability to engage with the online and media elements of their own music and brand promotion. The syllabus explores three specific, but interrelated elements:

- *Social Media*

The students explore this from a theoretical and a practical perspective. At the end of the module, the students have developed the skills, knowledge and ability to create, build and manage their presence on social media with specific regard to marketing and brand development.

- *Web Design and Maintenance*

Linked to, and part of, the students' social media presence is the creation of a website. Students explore core principles of web design and the concept of creating an online design identity and brand.

- *Content Creation & Management*

Content creation is becoming increasingly vital for the artist's digital presence and brand development. Students learn technical and theoretical skills in content creation and management.

Learning Activities

The module will be delivered through lectures on the main topic areas. The learning will be supported by a series of seminars and workshops led by guest lecturers and music industry professionals.

Notes

This modules continues the student's development of creative and technical skills

from NQ4. Assessment is via a digital portfolio.