

Music Entrepreneurship 1

Module Information

2022.01, Approved

Summary Information

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|---------------------|--------------------------|
| Module Code | 5507IABCMP |
| Formal Module Title | Music Entrepreneurship 1 |
| Owning School | Liverpool Screen School |
| Career | Undergraduate |
| Credits | 10 |
| Academic level | FHEQ Level 5 |
| Grading Schema | 40 |

Teaching Responsibility

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|-----------------------------------|
| LJMU Schools involved in Delivery |
| LJMU Partner Taught |

Partner Teaching Institution

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|---------------------------------|
| Institution Name |
| Institute of the Arts Barcelona |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 30 |
| Seminar | 9 |
| Workshop | 9 |

Module Offering(s)

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

Aims and Outcomes

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| 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. |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|--|
| MLO1 | 1 | Explain and illustrate the role that social media has in the marketing and promotion of music. |
| MLO2 | 2 | Build and maintain a personal music website which directly responds to their personal brand and market position. |
| MLO3 | 3 | Construct and customise digital content which responds to a specific brand and market position. |

Module Content

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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: <ul style="list-style-type: none"> • Social MediaThe 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 MaintenanceLinked 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 & ManagementContent 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. |
| Module Overview | |
| Additional Information | This modules continues the student's development of creative and technical skills from NQ4. Assessment is via a digital portfolio. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|---------------------------------|
| Report | Portfolio | 100 | 0 | MLO1, MLO2, MLO3 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|-----------------|--------------------------|-----------|
| Andrew Sherlock | Yes | N/A |

Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
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