

Music Business and Context 3

Module Information

2022.01, Approved

Summary Information

Module Code	6501IABSIN
Formal Module Title	Music Business and Context 3
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
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 is designed to support the student in developing their move into the music business. During the module the student will be supported in developing• An individual business strategy• An individual music/performer brand clearly responding to specific markets and territories• A unique and specific marketing and promotion strategy to support the above
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Describe and demonstrate the ability to produce a clear, well developed and informed career and business strategy which responds to the contemporary popular and commercial music markets
MLO2	2	Describe and demonstrate the ability to develop a coherent music 'brand' which responds to a specific market and reflects their own music and its position
MLO3	3	Describe and demonstrate the ability to develop a clear, innovative, well informed and practical marketing and promotion strategy that responds to the realities of the music business and is realizable and realistic

Module Content

Outline Syllabus	This module represents the culmination of the student's exploration and study of the music business and their potential part of it. Students will be supported in developing their own individual artists / musician brand which responds specifically and appropriately to the realities of the music business in the territories that they are targeting. The students will then develop their brand and position further by developing a career / business plan with an associated marketing and promotion strategy.
Module Overview	
Additional Information	The module is the culmination of the student's studies allowing them to support and develop their own artist(s) or brands. Assessment is via a report and a portfolio.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	50	0	MLO1, MLO2
Portfolio	Portfolio	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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