

Liverpool John Moores University

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Title: Music Business and Context 3
Status: Definitive
Code: **6501IABSIN** (124335)
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: FHEQ6 **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
Report	Report	An individual business/career strategy and plan (equivalent or 2500 words)	50	
Portfolio	Portfolio	An individual branding, marketing and promotion strategy (2500 words)	50	

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*

Learning Outcomes

After completing the module the student should be able to:

- 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
- 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
- 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

Learning Outcomes of Assessments

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

Report	1	2
Portfolio	2	3

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.

Learning Activities

This is a student centred module. The module will commence with a series of lectures and seminars developing the areas. These will be supported by seminars and other discussions forum. The principle mode of delivery and student support will be one to one tutorials. It is expected that as a level 6 module students will for the most part operate autonomously

Notes

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.